

# Finding the Growers You're Not Calling

**DTN**<sup>o</sup>

**How market share gets missed and found**





# – You – know your customers well.

But knowing your customers  
isn't the same as knowing  
your full market.

Many high-potential growers  
across your territory aren't on  
your radar at all.

DTN







**Your CRM** shows who  
buys from you today.

It doesn't show the growers who buy  
elsewhere, buy inconsistently, or should be  
buying more from you.





# That leaves **critical growth questions unanswered, like:**

- Which growers in your core geography are buying seed, fertilizer, or crop protection from competitors today?
- Which high-acreage operations are completely missing from your customer list?
- Which growers should be buying more from you based on crop mix, yield potential, and input usage?

**These aren't hypothetical. They're the exact questions teams answer when they use real farm, acreage, and crop data.**



# Farm Intelligence

— fills that gap. —

It shows you non-customer growers in your core geography, the acres they farm, the crops they plant, and the products they likely use — so you can see exactly where opportunity exists.





# Sales reps **stop** guessing.

They see a prioritized set of opportunities based on acreage, brand usage, crop production, and purchase potential, not gut feel.





Instead of chasing growth broadly,  
**teams see exactly where it exists.**

Market share increases when effort is focused on the right growers, in the right places, with the right products.





# Market share, made clear.

See your full market.

Focus on the growers that matter most. Act with confidence across your territory.

[Explore Farm Intelligence](#)

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