



# Customized Marketing Solutions

## Creating Advocates, Building Customer Loyalty, Achieving Measurable ROI

### What We Do

#### Face-to-Face

- FarmCall® programs
- Third-party field-scale plots & audits
- Contract sales forces
- Performance inquiries & support
- Advocacy building

#### Over the Phone

- Market research
- Virtual sales & support
- 1-800 call center services
- Product launch & awareness

#### Online

- Online strategy & planning
- Software & application development
- Remote, mobile & cloud-based solutions
- Database management & hygiene
- OnDemand™ training & research delivery
- InTouch™ centrally managed live, custom retail experiences

**AgCall is a trusted, respected partner  
because we listen first, and then work  
hard to exceed your expectations.  
Put our team to work for you!**

### How We Do It

#### Understand Your Goals

The footing of every successful project is to fully understand our client's major challenges and business plan to ensure that we are providing the best solution.

#### Develop the Program

This is where we get our hands dirty, developing a tailored program that specifically addresses your challenges and goals with budget in mind.

#### Recruit, Acquire, Train & Support

We seek out the best of the best. We assemble skilled people, select the most robust technologies and utilize proven processes. An important part of coaching Associates is auditing, done through callbacks, secret producers, etc. This helps us know how well we're doing and gives us information to help improve processes and performance.

#### Administer the Details

Whether mobilizing field advocates or developing interactive web solutions, everything we do is 100% turnkey. We manage the details so you get all the results without the hassle.

#### Audit & Report

Measurability is at the heart of everything we do. This ensures that you will have quantifiable results for program assessment.