



## Advice for clear answers to sometimes complex customer questions

You know your customers and you know your products, but sometimes customers come to you with questions that can be a little more complicated to answer. We'll use this section in **Groundwork** to tackle some of these tougher topics and provide support to help you answer them.



### TODAY'S QUESTION:

**Most of my neighbors are planting dicamba-tolerant soybeans. Won't planting Enlist E3<sup>®</sup> soybeans potentially leave me open to crop damage from dicamba drift?**

**First**, ask the customer some clarifying questions. You may uncover more information you can use in your response.

#### **Suggested clarifying questions:**

- How many folks nearby would you estimate are planting dicamba-tolerant soybeans?
- Do you think they intend on spraying in-crop dicamba herbicides?

Use the support points below as a guide to answering your customer's question. Tailor your answer to what you already know about this customer and their operation, as well as what you learned from the clarifying questions.

#### **Support and response points:**

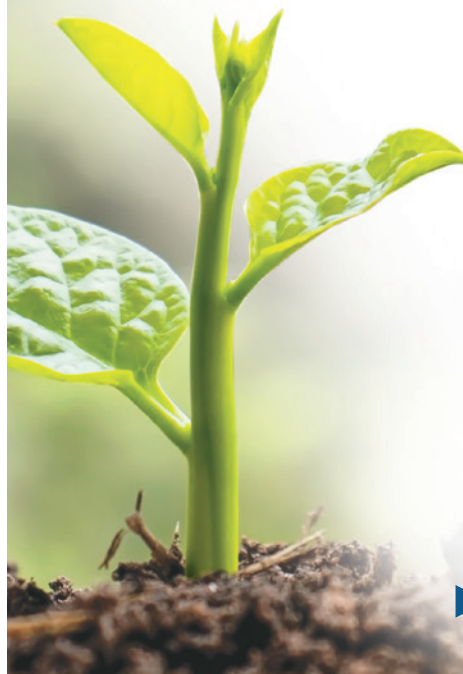
- It's interesting you feel like most of your neighbors are planting dicamba-tolerant soybeans, because more and more farmers are choosing Enlist E3<sup>®</sup> soybeans.
- The Enlist<sup>®</sup> weed control system is America's fastest-growing soybean trait herbicide system.
- From 2020 to 2021, Enlist E3 soybean trait penetration in the U.S. grew by approximately 15 percentage points.<sup>1</sup>
- More farmers switched to Enlist E3 soybeans in 2021 than other systems.
- Enlist E3 soybean U.S. market share outlook is anticipated to be ~35% in 2021.
- In many areas, Enlist E3 soybeans are reaching critical mass. It may not be long before the Enlist system is widespread in our region as well.
  - If possible, share additional local information on the number of farmers planting Enlist E3 soybeans or number of Enlist E3 soybean acres in your area.

#### **You may also want to use some follow-up questions to probe deeper:**

- Where do you think Enlist E3 soybean market share growth came from? Which trait do you think those farmers were planting before?
- What do you think is driving the change away from dicamba-based systems?
- What media coverage of dicamba-based systems have you seen in the over the last 5 years? What have you heard in the media about the Enlist system?
- The U.S. EPA has released a summary of dicamba-related incidents. Visit here to read the EPA's release: <https://www.epa.gov/pesticides/epa-releases-summary-dicamba-related-incident-reports-2021-growing-season>

Armed with good information and smart follow-up questions, you can get at the root of your customer's concern and help move them further along the decision-making process toward sales success.

► **Have a tough customer question you'd like to see us take on in a future issue of Groundwork? Email us at [licensingteam@corteva.com](mailto:licensingteam@corteva.com).**



<sup>1</sup> Third-party market research conducted in 2021.

<sup>®</sup> Trademarks of Corteva Agriscience and its affiliated companies. The transgenic soybean event in Enlist E3<sup>®</sup> soybeans is jointly developed and owned by Corteva Agriscience and M.S. Technologies L.L.C. Enlist Duo<sup>®</sup> and Enlist One<sup>®</sup> herbicides are not registered for sale or use in all states or counties. Contact your state pesticide regulatory agency to determine if a product is registered for sale or use in your area. Enlist Duo and Enlist One are the only 2,4-D products authorized for use with Enlist crops. Consult Enlist herbicide labels for weed species controlled. Always read and follow label directions.

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