

How to talk about PowerCore® Enlist® corn



In today's busy world, people like to get information in quick, digestible bites. A 30-second commercial, a news soundbite, a TikTok video. So, how do you tell farmers about PowerCore® Enlist® corn in brief, informative "bites" to help them understand and remember key features and benefits?

Studies have shown that people tend to remember things better when they're presented in threes—think "stop, drop and roll." Also, people are generally more persuaded when a product has up to three benefits, but grow skeptical starting with the fourth benefit. In essence, they think it may be "too good to be true." You can use this same "power of three" technique when talking about PowerCore Enlist corn.

Step 1: Think about the most important thing you want farmers to know about PowerCore Enlist corn. Then write a short, "punchy" statement that gets across your main point. It should take about three seconds to say.

Example: PowerCore Enlist corn gives you the latest in traits and genetics.

Step 2: Think about three points that support your main message above. It should provide "proof points" as to why someone should believe your main message. Your first statement and these three support points form what communicators call the "elevator speech." If you only had the time it takes to ride an elevator to sell PowerCore Enlist corn, what would you say?

*Example: 1. Four herbicide tolerances
2. Three modes of action against above-ground pests
3. New genetics, thoroughly tested in our field trials*

Step 3: Practice the full "elevator speech" and make adjustments so it sounds like "you" and not a robot or someone in marketing!

*Example: PowerCore Enlist corn gives you the latest in traits and genetics. It features:
1. Four herbicide tolerances
2. Three modes of action against above-ground pests
3. New genetics, thoroughly tested in our field trials*

By keeping your messages simple and focused on the key features/benefits, talking to customers about new products—like PowerCore Enlist corn—is as easy as 1, 2, 3.

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