



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:

I've used 2,4-D before, why should I keep using it?



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

Suggested clarifying questions:

- Can you tell me more about the herbicide system you're using now?
- What has been your experience with 2,4-D?

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.

Response and support points:

- Enlist® herbicides include 2,4-D choline with Colex-D® technology, a new formulation of 2,4-D. It's not the old 2,4-D you're familiar with from amine or ester forms of 2,4-D.
- The 2,4-D choline in Enlist herbicides is truly an advance. Some of the advantages include:
 - Near-zero volatility (this is why no Volatility Reduction Adjuvant (VRA) is required with Enlist herbicides)
 - Reduced physical drift potential with Colex-D technology in Enlist herbicides (this is why no Drift Reduction Adjuvant (DRA) is required with Enlist herbicides)
 - Better handling characteristics
 - Easier tank clean-out (because it is a water-based, not oil-based, formulation)
- Enlist One® herbicide offers tank-mix flexibility that goes beyond even convenience: A recent trial found Enlist One + Liberty® herbicides improved weed control performance vs. Liberty® herbicide alone, particularly on weeds 6-8" tall.¹

Consider these follow-ups, if applicable:

- **If you have previously used 2,4-D as a burndown herbicide, what rate did you use?**
[Note: Most sprayed-in burndown goes out at 0.5 lb./A and this is one of the most frequently cited reasons farmers think 2,4-D "doesn't work."]
- **Did you know that at a 2 pt./A rate of Enlist One, you are applying 1 lb. of active ingredient per acre?** You can use this rate because of the robust tolerance of Enlist E3® soybeans to 2,4-D choline, resulting in a powerful knockdown of emerged weeds. This will be a different experience than spraying 0.5 lb. rates in burndown.

With careful listening and good follow-up questions, you can better understand your customer's objections and help them make a more informed choice about the right herbicide system for their farm.

¹ Corteva Agriscience 2020 Trial Results – Enlist One®, Liberty® and Durango® Impact of Herbicide and Weed Height.

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