



Beck Ag creates experience sharing solutions designed to accelerate decision making and improve our clients' business results;

About Beck Ag

Beck Ag was founded in 1997 by Charlie Beck and John Finegan. Our company pioneered word-of-mouth marketing strategies in agriculture and related industries through our use of peer influence selling tactics. To date we've engaged over 500,000 Ag professionals in customized peer-to-peer programs. Beck Ag consults with our clients to integrate peer influence selling solutions in B-to-B marketing and sales strategies that reach various segments of the Ag industry. Historically these have included farmers, Ag retailers, ranchers, veterinarians, golf course superintendents, processors, PCO's and other business professionals. Our competency in Word of Mouth Strategies was recognized by the National Agri Marketing Association. In 2000 we were awarded the Ag Communicator of the Year Award and in 2005 the Professional Development Award of Excellence for Sales.

Competencies

- ✓ Proven methods to move prospects from product awareness to product adoption
- ✓ Third-party facilitated peer influence programs to targeted customers, prospects and influencers
- ✓ Customized, personalized and interactive dialogue programs to build and strengthen long-term customer relationships
- ✓ Facilitated educational exchanges which use peer influence with appropriate stakeholders

Services

Beck Ag's consultants work with our clients to develop unique customized marketing/sales solutions. Our approach effectively reaches, connects with and educates customers, prospects and market influencers through word of mouth marketing and peer influence selling through various tactics including:

- ❑ **AgTelecom® programs** - small group teleconferences engaging 10-12 participants that allow for in-depth shared discussion, questions, voice-to-voice dialogue and verification/validation of the featured offering; these programs drive adoption.
- ❑ **AgTelePanel & AgSpeaker programs** - large group teleconferences providing participants access to industry "expert" speakers/opinion leaders and/or a panel of experienced product/technology users; these programs result in increased awareness and adoption and can engage from 25 to 250 participants
- ❑ **AgTeleExpert® Calls** - one-on-one calls to prospective customers by seasoned Ag professionals; Beck Ag uses Ag industry veterans to engage prospects in a problem solving discussion.
- ❑ **Peer Experience Audio Recordings** - digital recordings created from specific advocacy discussions that can be widely distributed to targeted customers, prospects and influencers as high impact, educational resources that emphasize product features, benefits and advantages
- ❑ **AgFocus market research programs** - efficient (geographical restrictions of in-person focus groups are eliminated) teleconference focus group programs using a moderator to facilitate the discussion; these programs eliminate geographic limitations of in-person focus groups and include on-line polling. Both quantitative and qualitative feedback can be provided.

We call it Word-of-Mouth!