

DEALER UNIVERSITY

NorthStar Genetics Dealer University is a comprehensive program with a focus on dealer education. Throughout the courses you will learn everything you need to go from a NorthStar freshman to graduating valedictorian. Even the most experienced dealers will learn something from the curriculum, tailored to dealer needs.

NSDU 101: Intro to NorthStar Genetics Dealer University

Suitable for first year NSDU attendees or attendees looking for review

Learn about NorthStar Genetics' products with a focus on increasing your income, gaining your customer's loyalty, increasing your number of new customers, and increasing your excitement about being part of the NorthStar family. Focus on how to differentiate yourself from other dealers in direct competition and how to cross-sell NorthStar corn and soybean products.

Dates: August 29th 8am - 5pm & August 30th 8am - 3pm

Location: Fargo, ND

Prerequisites: None

Cost: \$100 – includes two nights accomodation and meals

To reserve your spot please register through your local DSM or call 507.824.2878

**Register for both NSDU 101 and NSDU 201 for only \$150*

NSDU 201: In-Depth NorthStar Genetics Study

Suitable for dealers looking for greater knowledge

Learn how to increase order size from customers, how to retain customers, how to ask your customers the right questions, how to overcome customer objections, how to change the discussion to profit per acre rather than price per unit, how to increase your income and satisfaction, and how to improve your networking skills and network of successful NorthStar dealers.

Dates: November 6th at noon - November 7th at noon

Location: Fargo, ND

Prerequisites: NSDU 101 required

Cost: \$100 – includes 1 night accomodation and meals

To reserve your spot please register through your local DSM or call 507.824.2878

**Register for both NSDU 101 and NSDU 201 for only \$150*