

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: March 28, 2018
SUBJECT: New and Improved Standlee Training Site!

Dear Valued Customer,

What better way to sell Standlee products than to receive knowledgeable information straight from the source and our trusted PhD nutritionists?

In an effort to assist your sales associates, we are pleased to introduce our new and improved Standlee Training Site! Use during some down time for training or on the sales floor to assist consumers, making you the expert.



What can I find on the new Standlee Training Site?

- **Short Training Videos** – We currently have 10 engaging short videos on product overviews, fixing with forage and optimal feeding, ranging between 2 minutes to less than 5 minutes each
- **Interactive Tools** – Assist horse owners with finding the optimal forage type and ideal feed regimen for their horse(s) with the Standlee Forage Finder® and Standlee Feed Calculator™
- **Webinars** – 45 minute educational webinar recordings presented by our Standlee PhD nutritionists and experts, with presentation pdf for downloading
- **Nutritional Papers** – More in-depth information, in report form, on a variety of topics regarding livestock nutrition

How do I access the Standlee Training Site?

Share the following link with sales associates and other colleagues to register or login:
standleetraining.com

Registrations are reviewed and a response will be given within 2 business days. Standlee Training Site may be accessed at any time, once approved, for any training needs.

Why should our sales associates leverage this information?

Research shows that
consistent training gives
50% higher net sales per
sales employee.

40% of employees who
receive poor training leave
their job within the first
year.

- Flexible training anytime, anywhere
- Each employee can learn at their own pace or be assigned specific content
- Get new employees up to speed quicker
- Offer seasoned employees more in-depth livestock nutrition education to enhance their skills
- Short video enhanced training allows for better retention

Standlee is dedicated to our partnership! We're here to be your trusted advisors in livestock nutrition and selling our products to grow your Forage, Bedding and Poultry Categories. Look for more training content throughout this year!

For any questions or assistance, please contact us at **800.398.0819** and ask for Marketing, or write us an email at marketing@standleeforage.com.