

## Editing Example: Newsletter Article

### Go 2 Learning and Development Site Provides Valuable Resources for DSMs

Heath Vrbka's free time is **limited**. Like most district sales managers **at** Channel **Bio**, he's **working hard on** field days and **just** beginning the **busy** sales season. **Vrbka**, an NC+ DSM, recognizes that conditions in the field change daily for farmers. So when he's faced with a product problem and **searching for** a solution, he knows that Channel's Go 2 Learning and Development site can provide **the** up-to-date information **he needs**. **"I can find the information in only ten minutes, rather than going to a meeting for a day and a half to get the same information,"** Vrbka said.

Doug Pooch, a DSM and team **lead** for Midwest Seed Genetics, finds himself in a **similar** situation. **"DSMs are really stretched for time,"** he said. **"Driving to a training session is costly in terms of time. Because Go 2 Learning is** available during the times that work for **me, I can get** the pertinent information right when **I need it."** Pooch accesses the Go 2 Learning and Development site in the evenings while he watches the news. **"It only takes a few minutes of my time at night, and it's a great way to gain** key information before sales calls," Pooch said.

Mike Schaefer, a Crows Hybrids area business manager, has found that the site provides his team with **both** tools to become better seed advisers and **strategies to grow their businesses.** **"Guys who thought they knew a topic well can pick up another important method of delivering a message they hadn't considered,"** Schaefer said. **"The benefits of that in terms of selling are tremendous."**

According to Scott Keetle, one of the creators of the Go 2 Learning and Development site, the overall goal of the site is to develop **the knowledge base of** Channel's team of seed professionals and to do just **what** Schaefer **described—help** improve relationships and sales. **"The content on the site is not geared simply to ward filling training space within our culture at Channel,"** Keetle said. **"Rather, the site is designed to instill and drive a culture of life-long adult learning as we all help one another become better advisers to our customers."**

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With ~~forty-two~~ different learning modules available, ~~including [fill in examples here]~~, the Go 2

Learning and Development site provides a variety of information and tips ~~which will~~ help Channel team

~~members augment their professional knowledge base and increase the levels of trust between~~

~~themselves and customers, explained~~ Keetle.

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A few comments: First, do you want to include a URL for the site so people can visit it for themselves? Or maybe it's not public access? Also, it might be nice to include whose idea it was or what particular needs or situations precipitated its creation. If the idea came from DSMs themselves this would be a particularly nice touch. I also think it would be good to add a real-life example of how someone has used the site. This would fit in well with either Vrbka's or Pooch's quotes. Something like, "For example, a few months ago a customer was struggling with xxxxxx. I was able to find xxxxx information on the Go 2 Learning site and help the customer right away." Finally, assuming that some readers are a little gun-shy about computers, you may want to add some text indicating how easy it is to use the site and maybe a quote to this effect from one of the DSMs. Otherwise, readers might think "that's a great resource, but it's not for me since I don't use the computer much." I think the article could use a good summary sentence, but I just can't come up with anything right now. Maybe you can think of something???