



### Arable Adviser of the Year

Are you a dynamic, successful adviser providing your farming clients with invaluable advice? This category is open to any farming adviser – from business consultant to arable adviser. You will be carving out a profitable future for your clients and your expertise could be in all fields affecting farmers including business, marketing, new technologies, product recommendations, government policy and legal issues.

#### CONTACT DETAILS (please complete all fields)

Name:	
Job Title/Position:	
Address 1:	
Address 2:	
Town:	
County:	
Postcode:	
Email:	
Telephone:	
Mobile:	

What is the name that should appear on the winning trophy?

#### BUSINESS DETAILS (please complete all fields)

Company Name:	
Main Services Offered:	
Main Customer Base (eg types of farmer and their enterprise type):	
Number of Clients and geographical area covered:	
Turnover and pre-tax profit for the past two years ( <i>this information is in confidence and not for publication</i> )	



## Questions

Please answer the following questions as best you can, supported by data wherever possible.

1. **Business Outline:** Describe your business and the services that you offer to farming clients. How has your business changed over the past few years, both in size and in the services it offers? What innovations have you introduced in recent years?

2. **Client Impact:** What impact have your services had on your clients' farming businesses over the past few years? Please give an overview across all the businesses you cover and also at least one specific client case study.



**3. Achievements/differentiators:** What are the biggest achievements over the past few years? Why do customers choose you rather than your competitors? What are you most proud of in terms of the services and support you (and, if applicable, your team) offer? How do you go the extra mile?

**4. Intelligence:** How do you keep abreast of changes that impact on your recommendations/services and stay one step ahead of the client?

**3. Main services offered:**



**Client References:** Please supply the names and contact details of two farming clients who can be contacted to support your entry.

Reference One

Name:	
Address:	
Telephone:	
Email:	
What services do you supply this client?	
How long have you been working for this client?	

Reference Two

Name:	
Address:	
Telephone:	
Email:	
What services do you supply this client?	
How long have you been working for this client?	