

Rob-See-Co Employee Spotlight – Learn more about Jeff Rens



Jeff Rens is a Rob-See-Co Direct Sales Representative based in Sioux Center, IA. This month we're spotlighting Jeff as we share more about his path to working with Rob-See-Co, insights from his work and what he thinks the future looks like for seed sales.

Tell Us A Little About Yourself?

I grew up in Hull, IA and attended Boyden-Hull High School where I played basketball and golf, as well as a few other sports. I worked on a local dairy farm in high school and college helping manage the cattle and crops. I attended Northwestern College in Orange City, IA and started Rens Trucking in 2008, which is also the year I married my wife, Courtney. We have 2 children; Peyton who is 7 and Camden who is 2. I still like to play golf and love Iowa Hawkeye sports and the Minnesota Vikings. Courtney and I enjoy hosting friends for supper, and smoking various types of foods on our grill. I also play the drums in the Praise Team at church, and really enjoy fishing, and watching Hawkeye Basketball with my son Peyton. My favorite apps: Facebook, Twitter, and Netflix.

Why did you want to join the Rob-See-Co Team?

I actually started out as a Business Associate first, back in 2015. It was meant to be a side income to my trucking business, and I didn't expect it was going to mushroom into something much bigger. Two years later I was hired on as the District Sales Rep for Northwest Iowa, and this past year, January 1, 2020, I sold the trucking business.

When it comes to business, what's most important to you and your customers?

Communication between me, the BA's and the customers. We need to make sure everything we do and every decision we make has the best interest of the customer in mind.

What do you like best about being a Rob-See-Co DSR?

I am very passionate about this company, and take a lot of pride in what I do. We have a really good team in Iowa with great leadership. Really, we have great leadership in the company from the top down. The most important thing to me is that we are family-owned and independent. The fact that Rob Robinson is at our various meetings and will even come travel to field days makes working for a family-owned company that much more special. It means a lot to me. Running around trying to help manage 7 or 8 BA's, and all their different accounts can be challenging at times, but when I'm with a BA on a sales call, and he's able to get a new customer, or get 100%

of someone's farm, being a small part of that experience is also the most rewarding part of the job for me.

What's the toughest part of your job?

The seed industry is a tough business and it's a battle every day from a competitive standpoint. Finding builder BA's is always challenging.

What do you think is the most effective way to build relationships with your customers or potential customers?

You build relationships over time with communication and honesty. Once they know you and trust that you have their best interest in mind, that's where you build the relationship. Being a product leader, and offering great service is also very important in this business.

What's the best advice you have received?

Probably two things. First of all, you can only control what YOU can control. We all need to always remember that. And also, if you feel you've earned the business, you can't be afraid to ask for the sale, or for the increase, etc. What advice would you give other DSR's or BA's? Stay diligent. Don't get down on yourself because even if you don't earn their business the first time...you might the 3rd or 4th time. Also, ask and utilize opinions, knowledge, and advice from Rob-See-Co leaders, because all of them have been in your shoes, and have a lot of experience that you can benefit from.

How do you think the business will change in the next decade?

COVID has played a big role this year. More people are doing seed purchasing through the telephone or email. Working through that has been a challenge, and I hope we can all get back to face to face contact soon, because that's what I appreciate the most. Also, technology in the seed industry is ever changing, and that will continue. Right now I expect the use of Enlist Soybeans to continue to increase. One thing that won't change is our company's commitment to the customer's best interest. And being a family owned, independent company, is what gives us the ability to say that with total confidence.