



THE CROPREACH

CULTURE DECK

WHAT THIS DECK COVERS

- Our “Why”
- Core Values
- Operational Excellence
- Team Dynamics
- Decision Making
- Systemization
- Leadership Philosophy

THE BEST WAY FOR CROPREACH TO THRIVE IS
A STRONG AND CLEAR CULTURE

OUR VISION

A WORLD WHERE **HYPER-QUALIFIED
OUTBOUND LEAD GENERATION** IS SO
EASY TO ACHIEVE THAT IT BECOMES THE
DEFAULT FOR EVERY AGTECH COMPANY

OUR MISSION

FINE TUNE A SYSTEM TO MAKE IT SIMPLE
FOR **AGTECH BUSINESSES** TO SIGN
CONTRACTS WITH THEIR ICP



SO THAT AGTECH BUSINESSES CAN

- Secure long-term partnerships
- Sign more contracts
- Keep clients for the long run
- Become respected in the industry and a leader in it

THE BEST WAY TO DO IT

IS BY **STAYING TRUE TO OUR COMPANY
VALUES** AND MAKING IT THE BACKBONE
TO ALL OF OUR ACTIONS

NO BS VALUES

MANY COMPANIES SAY THEY STAND FOR THEIR VALUES AND POST THEM ALL OVER SOCIAL MEDIA BUT DON'T ACTUALLY FOLLOW THROUGH WITH THEM.

FOR EXAMPLE, IN THE CAR INDUSTRY MANY LARGE COMPANIES STATE THEIR VALUES ARE CREATIVITY, PIONEERING AND PASSION FOR DRIVERS...

ACTIONS SPEAK LOUDER THAN WORDS

YET THESE COMPANIES CONSISTENTLY RELEASE UN-CREATIVE CASH GRABS THAT UPSET CUSTOMERS. THEY ARE KNOWN FOR RUINING CLASSICS DUE TO GOING FOR MONEY INSTEAD OF PASSION.

THEY DON'T PIONEER. THEY REPEAT THE SAME MISTAKE OVER AND OVER AGAIN FORCING THEIR DESIGNERS TO MAKE UNINSPIRING CASH GRABS

REAL VALUES ARE SHOWN

- BY HOW THE COMPANY MAKES DECISIONS
- BY THEIR CHOICES AND DECISIONS WITH THEIR SERVICES
- BY WHO'S REWARDED AND PROMOTED
- BY THE LONG TERM INVESTMENTS
- BY LISTENING TO THE CUSTOMERS

OUR COMPANY CORE VALUES

WE REWARD TEAMATES WHO EMBODY OUR VALUES



CROPREACH CORE VALUES

FARMER'S ALLY

WE PROTECT OUR CUSTOMERS AND STAND BY EACH OTHER IN EVERY BATTLE.

HARVEST BUZZ

EVERYTHING WE DO SHOULD MAKE OUR CUSTOMERS SO EXCITED THAT THEY WANT TO TELL EVERYONE.

HARD FACTS. ONLY.

WE STICK TO THE ABSOLUTE TRUTH IN ALL OUR DATA AND DECISIONS, NO MATTER WHAT.

ROOT OUT PROBLEMS

WE ACTIVELY SEARCH OUT AND SOLVE TOUGH PROBLEMS—THAT'S WHERE WE REALLY SHINE.

LONG TERM FOCUS

KEEP OUR EYES ON THE LONG-TERM GOALS AND NEVER STRAY FROM OUR MAIN MISSION.

FARMER'S ALLY

AT CROPREACH, WE ARE A **REMOTE-FRIENDLY COMPANY**, MEANING EACH TEAM MEMBER IS TRUSTED TO WORK WITHOUT SUPERVISION WITH GREAT FREEDOM, RELYING ON EACH OTHER'S HONOR AND DISCIPLINE. THIS LEAVES US VERY OPEN TO ABUSE OF REMOTE WORKING WHICH PUSHES PROBLEMS TO OTHERS.

WE CANNOT LET THIS HAPPEN. WE STAND TOGETHER, EACH PERSON'S EFFORT STRENGTHENING THE GROUP. WHEN ONE FALTERS, WE ALL ADJUST. TOGETHER, WE SUCCEED.

FARMER'S ALLY

EXAMPLES

- **COLLABORATING** TO ENSURE CUSTOMER SATISFACTION AND SMOOTH COMMUNICATION FLOW FROM START TO FINISH.
- **STEPPING BEYOND OUR USUAL RESPONSIBILITIES** TO ASSIST WHEREVER WE'RE NEEDED.
- **TAKING THE INITIATIVE** TO COMPLETE OR REFINE A COLLEAGUE'S TASK THAT BENEFITS THE WHOLE TEAM WITHOUT BEING PROMPTED.
- NOTICING IF A COLLEAGUE OVERLOOKS A SMALL YET SIGNIFICANT DETAIL.
- SEEKING **CONSTRUCTIVE SOLUTIONS** COLLECTIVELY RATHER THAN POINTING FINGERS WHEN CHALLENGES ARISE.

HARVEST BUZZ

- **WORD OF MOUTH** IS THE ULTIMATE INDICATOR THAT WE'RE DELIVERING EXCEPTIONAL VALUE TO OUR CLIENTS. WHEN CUSTOMERS EXPERIENCE OUTSTANDING SERVICE, THEY CAN'T HELP BUT SHARE IT. COMPANIES LIKE DROPBOX, HUBSPOT, AND CANVA HAVE ALL SKYROCKETED PRIMARILY THROUGH CUSTOMER REFERRALS.
- GENERATION SERVICES REMARKABLY **SHARE-WORTHY**. WHETHER IT'S DELIVERING A QUALIFIED LEAD OR EXCEEDING A CLIENT'S ARR, THIS FOCUS IS KEY TO ENSURING OUR CLIENTS' GROWTH AND OUR SUSTAINED SUCCESS.

HARD FACTS. ONLY.

- AT CROPREACH, **STRAIGHT TALK DRIVES US FORWARD**. WE THRIVE ON REAL FEEDBACK, GOOD OR BAD. IT'S CRUCIAL EVERYONE STEPS UP—IF THERE'S AN ISSUE, WE WANT TO KNOW SO WE CAN FIX IT. NOT MEETING OUR STANDARDS? TELL US. THAT'S HOW WE IMPROVE.
- OUR MOTTO IS SIMPLE: **ALWAYS BE BRUTALLY HONEST**. THIS ISN'T JUST ABOUT BEING TRANSPARENT; IT'S ABOUT MAKING SURE EVERY LEAD WE GENERATE IS SPOT-ON ACCURATE. IF WE SUGARCOAT OR SIDESTEP THE TRUTH, WE'RE NOT JUST LETTING OURSELVES DOWN—WE'RE LETTING OUR CLIENTS DOWN TOO.

ROOT OUT PROBLEMS

- AT CROPREACH, OUR STRENGTH LIES IN **NOT JUST FACING CHALLENGES BUT ACTIVELY SEEKING THEM OUT**. IT'S CRUCIAL FOR US TO PREEMPT ISSUES BEFORE THEY AFFECT OUR CLIENTS. THIS PROACTIVE APPROACH ENSURES SEAMLESS CAMPAIGNS AND SATISFIED CUSTOMERS.
- WE VALUE TEAM MEMBERS WHO **TAKE INITIATIVE**—THOSE WHO SPOT AND TACKLE PROBLEMS EARLY, CONTRIBUTING TO THE TEAM'S SUCCESS. EVERYONE AT CROPREACH IS EXPECTED TO THINK AND ACT LIKE A SCOUT ON THE FRONTLINE, ALWAYS ON THE LOOKOUT TO PROTECT AND ADVANCE OUR COLLECTIVE MISSION.

LONG TERM FOCUS

- THINK OF THE UNWAVERING GAZE OF A LIGHTHOUSE GUIDING SHIPS THROUGH THE NIGHT. AT CROPREACH, WE ADOPT A SIMILAR FOCUS WHEN IT COMES TO OUR LONG-TERM GOALS. **ONCE OUR TARGETS ARE SET, NOTHING CAN SWAY US.** WE SIDESTEP DISTRACTIONS AND DECLINE ANYTHING THAT DOESN'T ALIGN WITH OUR OBJECTIVES.
- OUR TEAM IS DEDICATED TO PRIORITIZING TASKS THAT HAVE THE MOST SIGNIFICANT IMPACT, TACKLING THEM ONE BY ONE. WE NEVER LOSE SIGHT OF OUR MAIN OBJECTIVES, ENSURING EVERYTHING WE DO CONTRIBUTES TO OUR SUSTAINED SUCCESS AND THE GROWTH OF OUR CLIENTS.

OUR VALUES GUIDE US

WHEN IN DOUBT CONSULT OUR VALUES IF
SOMETHING DOES NOT MATCH THESE
VALUES IT **MUST** BE QUESTIONED

EXAMPLE #1

OUR CEO, **SABO NAGY**, INTRODUCES A **NEW STRATEGY TO ENHANCE MEETING SHOW-UP RATES**. YOU NOTICE SOME POTENTIAL INEFFICIENCIES THAT MIGHT COMPROMISE THIS GOAL.

TRUE TO OUR COMMITMENT TO EXCELLENCE, **YOU DON'T STAY SILENT**. INSTEAD, **YOU CONTACT SABO** TO DISCUSS THESE CONCERNS, ENSURING OUR SOLUTIONS REMAIN TOP-NOTCH.

*FARMER'S ALLY,
HARD FACTS. ONLY.
ROOT OUT PROBLEMS*

EXAMPLE #2

A CLIENT STRUGGLES WITH INTEGRATING OUR LEADS INTO THEIR SALES PROCESS. **RATHER THAN PASSING THE ISSUE OFF, YOU TAKE THE INITIATIVE.**

YOU DIVE INTO THE PROBLEM, HELP THEM STREAMLINE THE PROCESS, AND SHARE SOME STRATEGIES TO MAXIMIZE THE POTENTIAL OF THE LEADS WE PROVIDE. THIS LEVEL OF SERVICE EMBODIES OUR PROACTIVE AND CLIENT-CENTRIC VALUES.

*FARMER'S ALLY,
HARVEST BUZZ*

EXAMPLE #3

YOU SEE A **TEAM MEMBER HAVING DIFFICULTY ADAPTING OUR STRATEGIES** TO THEIR TASKS. IGNORING THE ISSUE ISN'T AN OPTION.

YOU APPROACH THEM, OFFER GUIDANCE, AND WORK TOGETHER TO REFINE THEIR APPROACH, ENHANCING THEIR PRODUCTIVITY. THIS COLLABORATIVE PROBLEM-SOLVING IS AT THE HEART OF OUR CULTURE.

*FARMER'S ALLY,
ROOT OUT PROBLEMS*

EXAMPLE #4

YOU IDENTIFY A **SMALL OVERSIGHT** IN A LEAD SEGMENTATION PROCESS THAT AFFECTS A SEGMENT OF OUR OUTPUT. MINOR AS IT MIGHT BE, **PERFECTION IS OUR PURSUIT**.

YOU CORRECT THE SEGMENTATION ERROR, INFORM YOUR TEAM, AND INITIATE A REVIEW TO AVOID FUTURE SLIPS, UPHOLDING OUR STANDARD FOR UNPARALLELED LEAD QUALITY.

*FARMER'S ALLY,
ROOT OUT PROBLEMS,
HARVEST BUZZ,
LONG TERM FOCUS*



THE FOUNDATION OF OUR SUCCESS
CHAMPION CALIBER TALENT

CHAMPION CALIBER PERFORMANCE

AT CROPREACH, PRECISION IN EVERY LEAD GENERATION CAMPAIGN UNDERPINS OUR SUCCESS. IT'S NOT JUST ABOUT HITTING TARGETS; IT'S ABOUT NAILING THEM WITH UTMOST ACCURACY.

AT CROPREACH, OUR LEAN, AGILE TEAM IS EMPOWERED TO RECRUIT TOP TALENT GLOBALLY. THE KEY TO OUR STRATEGY ISN'T JUST HIRING TOP PERFORMERS; IT'S ENSURING EACH ONE IS PRECISE AND RELIABLE IN THEIR DELIVERABLES.

CHAMPION CALIBER ONLY

WITH THE FLEXIBILITY OF REMOTE WORK, WE EXCLUSIVELY ENGAGE WITH TOP-TIER PERFORMERS WHO EMBRACE OUR HIGH STANDARDS. SUBPAR EFFORT OR THE BARE MINIMUM ISN'T AN OPTION HERE.

EACH TEAM MEMBER MUST MAINTAIN PEAK PERFORMANCE, AS THERE'S NO ROOM TO MANAGE OR CARRY UNDERPERFORMERS IN OUR VIRTUAL SETUP.

CHAMPION CALIBER DEFINED

A CHAMPION CALIBER ISN'T JUST ANY HIGH PERFORMER. THEY DELIVER EXCEPTIONAL RESULTS SWIFTLY AND AUTONOMOUSLY, CONSTANTLY SEEKING WAYS TO ELEVATE TEAM SUCCESS AND ENHANCE COMPANY OPERATIONS.

CHAMPION CALIBER DEFINED

BEING A TOP PERFORMER ISN'T ENOUGH. LIKE BABE RUTH, WHOSE RECORD-BREAKING HOME RUNS CAME WITH NUMEROUS STRIKEOUTS, OUR PRECISION PEAKS NEED TO OPERATE WITH FLAWLESS EXECUTION. OUR CLIENTS EXPECT NOTHING LESS THAN PERFECT, AND THAT'S WHAT WE DELIVER—METICULOUS ATTENTION TO DETAIL IN EVERY TASK.

THESE DESCRIPTIONS AIM TO CAPTURE THE ESSENCE OF HIGH PERFORMANCE THROUGH THE LENS OF PRECISION AND ACCOUNTABILITY, FITTING SEAMLESSLY WITH THE ETHOS OF A LEADING-EDGE LEAD GENERATION COMPANY LIKE CROPREACH.

THE BEST WAY FOR CROPREACH TO
GROWN CONSISTENTLY IS THROUGH A
CONSTANT STREAMLINED PROCESS

CONSTANT STREAMLINED PROCESS

AT CROPREACH, WE PRIORITIZE CREATING CLEAR, CONCISE STANDARD OPERATING PROCEDURES (SOPS) AND CHECKLISTS.

THIS APPROACH NOT ONLY REDUCES ERRORS BUT ALSO SPEEDS UP THE ONBOARDING OF NEW TEAM MEMBERS, ENSURING EVERYONE CAN HIT THE GROUND RUNNING.

RELIABLE SIMPLIFIED SYSTEMS

WE FOCUS ON REPLICATING AND REFINING OUR CORE SERVICES AND PROCESSES TO AVOID DUPLICATING ERRORS AND INEFFICIENCIES.

THIS COMMITMENT ENSURES CONSISTENT, HIGH-QUALITY RESULTS AND SATISFACTION FOR OUR CUSTOMERS.

THE IKEA EXAMPLE

SIMILAR TO IKEA'S METHOD OF PROVIDING USER-FRIENDLY ASSEMBLY INSTRUCTIONS THAT ALLOW ANYONE TO PUT TOGETHER FURNITURE WITH MINIMAL HASSLE, WE IMPLEMENT STRAIGHTFORWARD SYSTEMS TO STREAMLINE COMPLEX LEAD GENERATION TASKS.

THIS METHOD ENSURES HIGH EFFICIENCY AND SCALABILITY ACROSS ALL PROJECTS.

LIMIT SYSTEMS AND COMPLEXITY

OUR OBJECTIVE IS TO KEEP SYSTEMS LEAN AND FUNCTIONAL. WE BELIEVE IN ELIMINATING UNNECESSARY COMPLEXITIES TO MAKE OUR PROCESSES AS INTUITIVE AND EFFICIENT AS POSSIBLE.

BY MINIMIZING PROCEDURAL STEPS, WE ENHANCE PRODUCTIVITY AND ALLOW OUR TEAMS TO FOCUS ON DELIVERING VALUE.

FREEDOM TO IMPROVE SYSTEMS

WE ENCOURAGE OUR TEAM TO CONSTANTLY REVIEW AND ENHANCE OUR PROCEDURES. MAINTAINING FLEXIBILITY IN OUR OPERATIONS ALLOWS US TO ADAPT QUICKLY AND EFFECTIVELY, ENSURING OUR SYSTEMS ARE ALWAYS ALIGNED WITH OUR STRATEGIC GOALS.

TRUST AND CONTEXT DECISION MAKING

WE EMPOWER OUR TEAM TO MAKE DECISIONS BASED ON THE SPECIFIC CONTEXT AND ALIGNMENT WITH OUR VALUES.

THIS APPROACH CUTS DOWN ON DELAYS AND ENABLES PROACTIVE PROBLEM-SOLVING, ENSURING SWIFT AND EFFECTIVE RESPONSES.

LEADERSHIP THAT SERVES THE TEAM

AT CRORPEACH, OUR LEADERSHIP STRUCTURE IS DESIGNED TO SUPPORT OUR FRONTLINE STAFF.

BY EQUIPPING OUR TEAM WITH THE RIGHT TOOLS AND GUIDANCE, WE ENSURE THEY ARE WELL-PREPARED TO SUCCEED AND EXCEL IN THEIR ROLES, DRIVING THE COMPANY'S GROWTH.

HIRING AND PROMOTIONS

AT ZYLAR MEDIA, OUR TOP PRIORITY WHEN PROMOTING OR HIRING IS HOW WELL SOMEONE FITS WITH OUR CORE VALUES.

WE PREFER TEAM PLAYERS WHO EMBODY OUR VALUES OVER LONE WOLVES, NO MATTER HOW TALENTED THEY MIGHT BE. IT'S MORE ABOUT FITTING INTO OUR CULTURE AND BEING EAGER TO PUSH FORWARD OUR MISSION AND VISION.

OUR APPROACH IS SIMPLE: VALUES FIRST, SKILLS SECOND. WE PROMOTE AND HIRE BASED ON THIS PHILOSOPHY, AIMING TO GROW WITH PEOPLE WHO AREN'T JUST SKILLED BUT ARE TRULY PASSIONATE ABOUT WHAT WE STAND FOR.

**OUR COMPANY WHEN WE
OPERATE AROUND OUR VALUES**



OUR COMPANY WHEN WE DON'T





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