



Pioneer

Interview Guide

1. Jake and James have very different paths into their roles at Pioneer. What experiences helped each of them succeed in their current careers?
2. What does a typical day look like for a field agronomist versus a territory manager? How do their roles support each other and their customers?
3. Both guests talk about the importance of listening in their work. What's the difference between "hearing" and "listening," and why does it matter in agriculture and sales?
4. What advice do Jake and James give about starting your career—and how did their own choices shape their journey?
5. How is technology impacting careers in agriculture, and what are some examples of tools or innovations they discussed in the episode?

Curious to learn more? Our guests would love to connect!

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