

This position utilizes an individual's sales skills to actively develop and manage customers and prospects in a geographic territory toward goals of customer satisfaction, customer retention, sales growth, and profit.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This list of duties and responsibilities is not all inclusive and may be expanded to include other responsibilities as management may deem necessary from time to time.

- Use of field marketing skills to personally represent Wyffels Hybrids and focus on building strong business relationships with corn growers.
- Training and motivation of the district's Seed Representatives. Training to include product information and positioning, agronomics, programs, and business procedures.
- Analyze and build knowledge of the district territory to determine strategies and the best use of resources to increase market share and build demand for Wyffels Hybrids.
- Implement company programs with integrity and to maximize both sales and ROI.
- Provide management with market information, feedback on product performance needs, sales and marketing ideas and inventory projections.
- Manage the company's inventory and district's allocations to maximize sales, customer success, and long-term goals.
- Deliver presentations to seed reps/customers, at district or company meetings, and field days.
- Recruit locations for on-farm trials and side-by-sides against competitors.
- Work cooperatively with other departments to meet corporate goals.
- Adhere to the principles outlined in the company's Mission/Vision Statement.
- Work within established expense budget.
- Observe company work safety and safe driving standards.
- Execute and implement the marketing strategy and plan.

QUALIFICATIONS OF EMPLOYMENT:

Bachelor's Degree, preferably in Agriculture or equivalent of 3-5 years of previous work experience. Seed sales experience is preferred.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Excellent verbal and written communication skills
Ability to calculate figures such as discounts, commissions, etc.
Reasoning ability
Results-oriented, one-on-one direct selling skills
Exhibits strong work ethic and professionalism
Enthusiastic commitment to team building
Strong organizational skills, with adaptability to change
Dedication to creating value for the customer
Strong one-on-one coaching/mentoring skills
Effective presentation skills
Uncompromising integrity and honesty
Willingness to live in sales territory
Proficiency in computer technology
Responsible driving record