

PURPOSE

This position successfully plans and executes a sales strategy for a specific geographic territory by managing a team of District Sales Managers (DSMs) toward goals of customer satisfaction, customer and sales growth, and profitability.

DIMENSION/FUNCTION

Under the direction of the Business Manager, the Region Manager is responsible for directing the productivity of the sales team to achieve the sales objectives associated with the assigned region. This position requires an individual to develop, monitor, and control the sales process, analyze the capabilities of the sales force, promote high performance, ensure effectiveness, and implement marketing strategies to meet customer's needs.

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.

- Provides leadership to sales team in the areas of customer growth and management, sales of current and new products, competitive strategies, identifying marketplace trends, determining process improvements, implementing change, proper use and level of sales support, and management of expenses.
- Regularly communicates job expectations, and regularly appraises and reviews job performance with DSM.
- Identifies deficiencies in skills among DSMs managed, and conducts coaching and counseling with DSMs to build motivation and selling skills.
- Provides timely feedback to Company leadership regarding DSM performance.
- Sets an example for DSM in areas of personal character, commitment to the RM role, organizational and selling skills, work habits, and community involvement.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Participates in the recruitment of sales team by sourcing, interviewing, and selecting candidates.
- Evaluates effectiveness of sales team by spending 3-4 days per week in the field with DSMs.
- Understands and communicates to the DSMs the importance of inventory projections, product allocations, seed shipment and general supply management.
- Proactively develops and maintains relationships with key customers and seed Representatives while providing a management-level point of contact.
- Addresses customer complaint issues in conjunction with the DSM.
- Maintains accountability for Seed rep recruitment and management.
- Oversees region's work safety and safe driving standards.
- Contributes to the development of training programs for DSMs, Seed Representatives and customers.
- Coordinates and participates in sales meetings, employee training, and customer events.
- Trains and holds DSMs accountable for the execution the marketing strategy.
- Provides Company leadership with marketplace information, feedback on product performance, sales and marketing ideas and inventory projections, as well as competitor product performance and marketing plans.
- Builds peer support and strong internal-company relationships with key personnel.

ADDITIONAL RESPONSIBILITIES/MEASUREMENT

An employee's performance will be measured by his/her contribution in meeting the overall expectations of the Sales Department and Company's expectations in relation to the overall Company's strategic plan.

QUALIFICATIONS OF EMPLOYMENT:

- Bachelor's Degree, preferably in Agriculture; or equivalent of 8 years of previous work experience.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

This position requires budgetary responsibilities, a high degree of accuracy, and interaction with the entire sales and marketing team.

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

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ESSENTIAL PHYSICAL REQUIREMENTS, but not all inclusive

Lifting	Seed bags (40-70 lb. range) during planting season and backhaul	10% of the day 6 weeks out of the year
Standing	Presentations, field inspections, plot planting	
Sitting	Driving	50% of the work day
Stooping	Inspecting fields	During growing season
Voice	Voice communication with customer & co-workers	Required daily
Typing	Type & enter data into computer	20-25% daily
Physical Impact:	Install & remove plot sign posts	5% of the time during a six week period in late spring to early summer and late fall
Operate Weigh Wagon	Requires starting motor, some climbing, verifying corn moisture	70% of day (six-week period during the fall)

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The noise level is moderate for the majority of the job responsibilities. During the planting and harvest season, the noise level at grower locations will be greater.

Region Manager
Job Description

I understand the job description reflects the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.

I have reviewed and understand this Job Description. I agree to perform these tasks and others as assigned by Wyffels Hybrids, Inc. management to the best of my abilities.

I acknowledge that Wyffels Hybrids, Inc. retains the right to change the Job Description as it deems necessary.

Employee Signature

Date