



**JOB TITLE** Sales Agronomist – Retail  
**REPORTS TO** Director of Sales

**PURPOSE/SCOPE** Works directly with farmer customers in an assigned area, developing a trusted, consultative selling relationship, helping them to grow more bushels on their farm.

## **RESPONSIBILITIES**

### **1. Customer Sales and Support**

- Develop a trusted relationship with assigned customers to achieve primary seed supplier status.
- Serve as an agronomic resource for customers.
- Become a product expert and educate customers how to properly position our products.
- Work with seed growers on production contracts, field inspections and tracking.
- Offer and execute value-added technology offerings including tools from Precision Planting and 360 Yield Center.

### **2. Territory Development**

- Develop a business plan to build long-term profitable growth and sales benchmarks.
- Accurately identify and forecast product needs of customers and manage inventory.
- Develop PFS brand by being involved in local activities and participating in community events.
- Understand competitive products and programs to effectively position the PFS brand.
- Implement market development activities, including testimonials, field signs, stand evaluations, pre-harvest evaluations.

### **3. Sales**

- Achieve established sales targets.
- Achieve established metrics to develop a solid foundation for long-term profitable growth.
- Utilize customer relationship management tool to achieve best in –industry customer service.
- Spend 80% of time calling on growers and 20% of time doing planning.

### **4. Location/Facility Management**

- Maintain excellence in the upkeep and maintenance of facility/location to build brand.
- Coordinate the treatment and delivery of products in-season.
- Maintain forklift certification and medical card.

- a. Host customer events such as plot tours, in-field training and customer appreciations.

#### **EDUCATION/TRAINING REQUIRED**

- BS in Agronomy / Crop Production or equivalent experience

#### **EXPERIENCE REQUIRED**

- 1+ year sales experience
- Farm background, preferably in the location where they will work

#### **EXPERIENCE – CHARACTERISTICS PREFERRED**

- Certified Crop Advisor (CCA)
- First-hand knowledge of assigned geography

#### **SUCCESSFUL CANDIDATE WILL POSSESS:**

- Excellent relationship-building skills
- Strong written and oral communication skills
- The ability to demonstrate through action, Peterson Farms Seed's Core Tenets:
  - Integrity
  - Team Contribution
  - Excellence
  - Positive Attitude