



JOB TITLE Territory Sales Manager
TERRITORY LaMoure, Ransom, Dickey, Sargent counties in ND
REPORTS TO Sales Director
PAY TYPE Exempt with Results Only PTO

PURPOSE/SCOPE To act as primary liaison to Peterson Farms Seed's dealers and customers in assigned territory. Responsible for sales development through a dealer network.

REPORTS TO: Director of Sales

RESPONSIBILITIES

1. Dealer Sales and Support

- Develop value-added relationships with dealers to achieve primary seed supplier status with Peterson Farms Seed products.
- Coach and mentor dealers on product positioning and sales skills to develop their seed business effectively.
- Develop dealer and PFS brand with joint promotional opportunities such as field days, field signs, etc.

2. Grower Support and Resale

- Develop value-added relationships with customers and potential customers, then directing them to dealers for sales when possible.
- Visit growers and their fields in support of local dealers.
- Be relied upon as a product expert and educate customers on correctly positioning our products.
- Develop and implement an aggressive prospect program as a continued source for new customers.

3. Territory Development

- Develop a territory business plan to build long-term profitable growth and sales benchmarks.
- Accurately identify and forecast product needs of dealers and manage inventory utilizing GROW inventory system.
- Understand competitive products and programs to position the PFS brand most effectively.
- Represent PFS at field days and trade shows.
- Annually address lower-performing dealers with plans for improvement or plans for transition.

4. Sales Metrics

- Achieve established sales targets.
- Achieve established metrics to develop a solid foundation for long-term profitable growth.
- Utilize Customer Relationship Management (CRM) tools to achieve Best In Industry customer service.
- Utilize 50% of time working with dealers, 30% with growers and the remaining 20% in the office for planning.

5. Performs other duties as assigned.

EDUCATION/TRAINING REQUIRED

- BS in Agronomy / Crop Production or equivalent experience

EXPERIENCE REQUIRED

- Minimum of three years of proven sales experience
- Farm background
- Proven management experience.

EXPERIENCE PREFERRED

- Certified Crop Advisor (CCA)

SUCCESSFUL CANDIDATE WILL POSSESS:

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