



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.
- Develop a target list and call on Prospects and Lost customers
- 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, and combine rides

3. Sales Administration

- Achieve established sales targets.
- Provide timely response, input and feedback to departmental requests including marketing, accounting, production, logistics.
- 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.
- Host customer events such as plot tours, in-field training and customer appreciations.

5. Perform other duties as assigned.

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