



Crop Specialist

DEPARTMENT: Crops
REPORTS TO: Nate Pierce

STATUS: Exempt

PURPOSE AND SUMMARY STATEMENT

Under the direction of Sales Manager, generates profitable sales in the assigned territory through target marketing, competitive analysis, and providing value-added agronomic products, services, and recommendations. Ensures the credit worthiness of customers and promotes credit programs as marketing tools.

ESSENTIAL JOB FUNCTIONS

Implements marketing plans and develops sales strategies that generate profitable sales in the assigned territory.

Utilizes target marketing and professional sales techniques including the FS sales interview road map, cropping programs, emphasis of appropriate features and benefits, and contact management system when calling on patrons and prospects.

Develops territory and competitive analysis to maintain a current knowledge of the marketplace and the competition.

Provides value-added agronomic products, services, and recommendations to patrons and prospects. Schedules product delivery and application to patron locations. Conducts regular patron meetings on product and technical information. Assists in operational duties as needed

Provides customer service by using soil testing, crop scouting and other programs, follows up on customer complaints, and seeks a reasonable “win/win” resolution.

Ensures the credit worthiness of customers, quotes prices and credit terms, and prepares sales contracts for orders obtained. Promotes the use of credit programs as a sales tool and helps provide the required information to establish credit. Works closely with the credit department in collection of accounts receivable.

OTHER JOB FUNCTIONS

Attains and maintains technical and sales skills to certification standards

Responsible for maintaining the assigned vehicle according to company standards, adheres to the uniform policy, and maintains the appropriate professional image.

Ensures field signs are displayed on all customers' fields to promote FS products.

Performs other duties as assigned.

REQUIREMENTS

Education and Experience

Normally requires a 4 year college degree in agronomy and at least 2 years of sales/marketing experience to demonstrate the ability to generate profitable sales of agricultural products

Normally requires a Certified Crop Advisor (CCA) and Certified Crop Specialist (CCS) certifications or the ability to obtain them to demonstrate advanced agronomy training and experience.

Functional Competencies

Understanding of all agronomic product lines along with sales ability/persuasiveness, face-to-face selling skills, assertiveness, tenacity/persistence, resilience, competitive adeptness, credit worthiness, and product proficiency.

Proven professional communication, persuasion, presentation, and customer service skills.

Demonstrated planning, organization, time management, and problem-solving skills.

Proven ability to work independently, in a team-oriented environment, and achieve results through others.

Demonstrated math skills and the ability to calculate discounts, interest, commissions, proportions, percentages, area, circumference, and volume, etc.

Ability to use the computer to enhance business processes

Core Competencies

Demonstrated core competencies including business knowledge, collaboration, communication, customer focus, decision making and skill development.

Other Requirements

Must have and maintain a valid driver's license, willing to get a CDL with Hazmat and have the ability to travel independently and overnight as needed.