



JOB TITLE Retail Agronomist.Prospers
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.
- Scout customer fields with the intent to grow paid scouting acres.
- Become a product expert and educate customers how to properly position our products.
- Work with seed growers on production contracts, field inspections and tracking.
- Coordinate seed delivery prior to season and in-season with returns after planting.

2. Agronomy

- Offer and execute value-added technology offerings e.g. Precision Planting and Plus 20 trials.
- Provide Agronomy support to local TMs in the area.
- Provide leadership and operational management, labor, and equipment operation for the local Field Insights plots.
- Manage the sales process and inventory of GO plot seed.
- Host customer events such as plot tours, in-field training and customer appreciation events.

3. Farm

- Provide management of seed increase and industry contracts for the local area.
- Support of all on-farm management and operation practices.

4. 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.

5. 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.

6. Perform other duties as assigned.

EDUCATION/TRAINING REQUIRED

- BS in Agronomy / Crop Production or equivalent experience

EXPERIENCE REQUIRED

- 1+ year sales experience
- Farm background with equipment knowledge and experience

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