



BASF's vision is to be the world's leading agricultural innovator, optimizing crop production, improving nutrition and enhancing quality of life. We are committed to playing a key role in the success and sustainability of agriculture in Eastern Canada. As a result of our innovation focus, we are entering an exciting time where we will be launching several new products over the next two years. An opportunity exists to join our team as a:

## **Business Representative London, Ontario**

To enjoy success, you will develop strong and effective relationships with grower and retail accounts to ensure that BASF is their supplier of choice. You will represent leading brand-name crop protection products to farm and retail customers. Apply your exceptional communication and interpersonal skills, keen desire to sell, depth of knowledge in agriculture, and innovative ideas to bring value to these customers.

Successful candidates will possess:

- **Sales Experience:** Ideally, 3-5 years experience in agricultural sales, combined with the ability to develop effective relationships with customers and to understand their agronomic and financial needs. Recent university graduates with 1-2 years experience seeking a long-term career, and possessing initiative and a passion for agriculture are invited to apply;
- **Business/Financial Acumen:** A solid understanding of the business decisions made by retail and grower customers;
- **Leadership and Communication skills:** You enjoy working with people and have developed strong presentation skills. You have the ability to listen, assist in solving problems, influence and motivate;
- **Teamwork Skills:** You will have the opportunity to work with excellent people in this industry and you enjoy contributing to a great team;
- **Computer skills:** Competence in the use of word processing software, presentation tools, spreadsheets and Internet communications.
- **Education:** A degree in Agriculture or related fields (business, science). Industry experience and/or a farm background is considered an asset

This position offers a competitive compensation package including salary, bonus, vehicle, and benefits. BASF is dedicated to long-term career development for all employees. If you are interested in developing a career in marketing or people management, this position is an excellent starting point.

**To apply, please contact Lori Litherland at [LL@litherlandco.com](mailto:LL@litherlandco.com), quoting File # 90522 by June 15, 2009.** We thank you for your interest and will contact you if an interview is indicated. All applicants must have Canadian legal work status and a valid drivers license.

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