

Our client is a family-owned Canadian Agribusiness that serves a network of dealer's and producers across Ontario. Committed to providing best in class products and customer service to grain and seed customers, including all aspects of production, processing, and trading, while maintaining a proud entrepreneurial culture. The Sales and Marketing Manager is responsible for driving the strategic planning and development of new business. Lead the sales team, participate in the seed variety development programs, and support retail and wholesale accounts with professional sales and agronomic needs.

## **Sales and Marketing Manager**

Huron/Bruce County

Reporting to the Business Manager, you will:

- Develop seed sales and marketing strategies and establish sales targets, goals and business development opportunities for the team.
- Identify new key customers, understand their business, determine their needs, and develop plans and actions for sales territory growth and profitable customer relationships.
- Establish and maintain a marketing budget, report demand projections, and provide monthly and yearly sales forecasting.
- Lead, mentor and coach the sales team in defined geographies to accomplish individual and regional sales objectives.
- Collaborate with the leadership team on variety selection, acreage planning and the development of a seed distribution network.
- Manage and support retail and wholesale accounts with product selection and placement based on agronomic needs.
- Build and maintain relationships with current seed distribution network and create strategic sales and marketing plans for their business.
- Provide product training to all sales staff and customers and develop and maintain processes and procedures to ensure efficient and effective communication and distribution of seed to wholesale customers.
- Respond to customer inquiries quickly and effectively to resolve any concerns, issues or complaints.
- Manage the soybean and wheat genetic portfolio and work with suppliers to establish a product pipeline for new business opportunities.
- Follow and implement the company's Health and Safety, Quality, and Human Resources policies and procedures.

Your background includes:

- 5+ years of relevant sales experience in Agriculture or Agribusiness in the crop inputs sector.
- 2+ years of sales management, including leading, mentoring and coaching a team.
- Outstanding written and verbal communication skills with a track record of developing and maintaining business relationships in the Ontario Agriculture sector.
- Strong interpersonal and negotiation skill, and the ability to engage, inspire, influence, and motivate staff and customers.
- A track record of achieving sales targets, business growth objectives and successfully driving increased productivity and efficiency.
- Strong business acumen, advanced customer management and leadership skills.
- A Pesticide Vendor and/or Certified Crop Advisor certificates, or the ability to obtain.

This sales and marketing leadership role will include travel primarily within Ontario, with some travel to the United States, to meet business demands and attend industry events.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at **416-868-4888 Ext. 5** quoting **“Sales and Marketing Manager - 221103”**

*Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.*