

Our client is a new Canadian Agribusiness entering the soybean seed market in Eastern Canada. With a fresh outlook and dedication to quality, they're set to add value to farms in the region this summer. Leading with innovative sales strategies, Territory Sales Managers spearhead business development efforts and are instrumental in expanding our client's brand and market share. Supported by leadership, agronomy partners and an unparalleled seed program tailored exclusively for their clients, this is an excellent opportunity for a young sales professional to make their mark in the crop inputs sector with an exciting new company.

## Territory Sales Manager

Southwestern Ontario

Reporting to the Regional Sales Manager, you will:

- Build relationships with seed dealers, follow-up on business development leads and proactively conduct customer prospecting activities, such as seed trials, product demos and promotional meetings.
- Develop an annual sales program, sales targets, dealer allocations and a marketing plan for Southwestern Ontario, including the brand promotion at agricultural industry events.
- Gather market intelligence to provide input for product positioning and business development opportunities, working collaboratively with other Territory Sales Managers in Eastern Canada.
- Sell seed through the distribution network, manage existing relationships, and ensure that all programs are in place prior to planting and managed during the production season, harvest, and storage.
- Provide technical product training and support to seed dealers and representatives, and act as a consultant to growers by providing customer service, variety assessments and crop scouting.
- Choose sites, manage plots, and collaborate with the sales and marketing team on product demos.
- Grow brand recognition by representing the company at public engagements including farm shows and crop tours.

Your background includes:

- A Diploma or Degree in Agriculture, (Agri)Business or related field preferred. Willing to consider a combination of work experience and continued professional development.
- Knowledge of Ontario crop production and processing with a special focus on soybeans.
- A self-starter attitude with the drive and motivation to create your own success and grow within a position.
- Strong business acumen, relationship building and networking abilities.
- Good agronomic and technical crop background, especially soybeans. CCA is an asset.
- Proven sales and account management success with the ability to "close the deal."
- An *outside-of-the-box* approach, who enjoys a collaborative work environment where ideas are welcome.
- Ability to communicate in a bilingual (French/English) business and sales capacity, is ideal.

Travel within Southwestern Ontario primarily, with occasion travel for sales meetings throughout Eastern Canada.  
Company vehicle provided.

# 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 "Territory Sales Manager - 240529"

*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.*