

Our client is a leading independent Canadian soybean company, developing proprietary food-grade soybean genetics for global markets. Operating in Manitoba, the Seed Sales Manager will drive dealer network growth by securing contracts, selling seed, and supporting market expansion. This role balances strengthening existing dealer relationships with identifying new opportunities to enhance sales and profitability across the region.

Seed Sales Manager Manitoba (Remote)

Reporting to the General Manager, you will:

- Drive seed sales growth by managing and supporting the dealer network across Western Canada, ensuring annual sales, revenue, and margin objectives are met.
- Act as the primary contact for all dealer-related support, opportunities, and challenges, working collaboratively with the Sales and Contract team to strengthen relationships and foster long-term loyalty.
- Develop and execute territory-level sales plans that align with company objectives, focusing on dealer development, product knowledge, agronomic support, and sales best practices.
- Lead the planning and execution of grower and dealer events within budget, including field days, product training sessions, and industry trade shows, to enhance brand presence and sales opportunities.
- Provide input on pricing strategies, incentive programs, and marketing initiatives tailored to Western Canada, collaborating with the General Manager and Seed Business Manager – West.
- Ensure all dealer agreements, sales documentation, and customer records are accurately maintained and updated in the company's sales and inventory management system.
- Gather and analyze market intelligence and dealer feedback to refine product positioning, identify growth opportunities, and contribute to strategic planning.
- Support the delivery of seed, contracting processes, and general customer service tasks as required to ensure seamless dealer and grower experiences.
- Conduct field visits, crop reports, and other agronomic activities that support the company's export sales team and end-use customers.
- Actively seek out and develop new dealer partnerships and sales opportunities to expand market reach and strengthen the company's presence in Western Canada.

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 classes.
- Knowledge of Manitoba crop production systems and processing with a focus on soybeans.
- A self-starter attitude with the drive and motivation to create your own success.
- Strong business acumen, marketing and communication skills, relationship building, and networking abilities.
- Proven sales and account management success with the ability to close deals.
- A detail oriented approach to work paired with the ability to manage multiple priorities and meet deadlines.
- Proficiency with computer programs and technology (e.g., Microsoft Office and SAP)

This is a work from home opportunity with travel primarily within Manitoba, and elsewhere in Canada as required. A company vehicle, laptop and cell phone are provided in addition to a competitive compensation package.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com, or by phone at **416-868-4888 Ext. 5**, quoting **"Seed Sales Manager - 250131"**

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.