

As one of the only fully integrated and independent Canadian soybean companies, our client's proprietary genetics are developed locally and have earned international recognition as a desired export product for growing international markets. Operating in Eastern Ontario, you will manage the growth and development of a distribution network to secure contracts with growers as you present the benefits and profitability of a robust and flexible production system utilizing proprietary Canadian genetics.

## Regional Sales Manager Eastern Ontario

Reporting to the General Manager, you will:

- Utilize the momentum of a growing brand, unique value proposition and exceptional product offering to develop seed sales and the supporting distribution network in Eastern Ontario.
- Meet annual production and overall seed sales objectives through the dealer network in Eastern Ontario, and direct to farmer when appropriate with a business-oriented approach.
- Develop and execute long-term territory level strategic business plans that align with the company's vision for the region, with support from the senior leadership team.
- Work with the Marketing and Strategy Manager to develop, execute and continuously improve dealer level annual business strategies for seed unit sales, acres contracted, revenues and margin within the budget.
- Manage and coach dealers to enhance their performance in contracted acres and seed products sold.
- Complete accurate and timely sales administration, including production contracts, field maps, crop reports, and pre/post-harvest grower records, using proprietary sales and inventory management system.
- Represent and grow brand awareness at industry events, including conferences, soil and crop meetings, retail level grower events, dealer kickoffs, crop tours and product training.
- Take responsibility for crop reporting, field visits and other activities required to support the company's management, finance, and export sales team focused on end use customers.
- Gather market intelligence and customer feedback to provide input for product positioning and business development opportunities that are fact-based and focused on company objectives.

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. CCA designation is an asset.
- Deep knowledge of Eastern Ontario crop production, processing, and grain trading with a 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.
- Proven sales and account management success with the ability to "close the deal."
- Experience providing friendly and strategic customer service, complimented by clear and concise oral and written communication skills in both English and French (is preferred but not necessary)
- Strong business acumen, detail oriented and the ability to manage multiple priorities and meet deadlines.
- Proficiency with computer programs and technology (specifically Microsoft Office and SAP).

This is a work from home opportunity with travel primarily within Ontario, and elsewhere in Canada as required. A company vehicle, laptop and cell phone are 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 "Regional Sales Manager - 220502"