

Our Ontario based client is one of the largest Canadian owned Agribusinesses operating across multiple producer focused divisions, including farm services, crop inputs and grain marketing. As the business continues to expand, they are hiring a Regional Sales Manager to lead the regional crop retail sales team and manage the sales and marketing strategies to agriculture crop inputs and services. This role will mentor, coach, and support a team of 15 field representatives and build relationships with key customers in Ontario to focus on their crop production needs, optimize yields and business sustainability. Bring your agricultural expertise, sales leadership, and customer services skills to this critical new role.

## **Regional Sales Manager**

### Western Ontario

Reporting to the General Manager, you will:

- Lead, mentor, and guide a team of sales representatives to meet sales targets and maintain high customer service standards.
- Foster a positive team culture through effective communication, coaching, and goal alignment, and cultivate and sustain relationships with key accounts and agricultural community growers.
- Stay abreast of industry trends, including crop protection products, fertilizers, seeds, and agricultural supplies.
- Educate both sales team members and customers on the latest agronomic practices and product offerings, and lead divisional customer communications, emphasizing education on ROI, promotions, and service awareness through customized text blasts and Agronomy Alerts.
- Collaborate with suppliers and industry experts to stay informed about emerging technologies and best practices to identify and address the unique needs and challenges of regional producers.
- Provide personalized solutions and support to assist customers in achieving their agricultural objectives, while addressing customer inquiries, issues, and concerns promptly and professionally.
- Develop and execute marketing and promotional campaigns to generate awareness and demand for crop-related products and services.
- Monitor market trends and competitor activities to refine regional sales and marketing strategies.
- Utilize forecasts for effective procurement planning, and contribute to inventory forecasts by location, facilitating procurement planning and hub management.
- Ensure adherence to regulatory requirements concerning crop inputs and agricultural products.
- Maintain accurate sales records, customer data, and financial reports utilizing the company's Customer Relationship Management (CRM) software.
- Develop and oversee budgets for the sales department, and monitor expenses and sales performance to achieve financial objectives.
- Gather and disseminate market intelligence to relevant staff to optimize divisional sales goals.
- Utilize the company's Customer Relationship Management (CRM) software for lead sharing and task assignment.

Your background includes:

- A Bachelor's Degree in Agriculture, Agronomy, or related field is preferred.
- 5+ years sales management in the crop production and/or crop inputs sector with previous experience and a strong track record in agricultural sales.
- Knowledge of crop protection products, fertilizers, seed, and agronomy.
- Will require building knowledge of Food Grade contract production and origination with producers (Food Grade Soybeans and Edible Beans)
- Excellent communication, negotiation, and customer relationship skills.
- Team leadership and management experience.
- Knowledge of local agricultural practices and conditions.
- Understanding of industry regulations and compliance requirements.
- Proficiency in using sales and CRM software.

This leadership role will include travel (50%) throughout Western Ontario to meet business demands, and occasionally elsewhere in Canada for meetings and 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 **"Regional Sales Manager – 240207"**

*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.*