

Our client is a crop input supplier servicing the agriculture, recreational and residential markets across central Ontario. Driven by sustainable farming practices, innovative products and a strong leadership team, the company and its dedicated sales staff prides itself in providing superior customer service to growers in the region. As a Strategic Account Manager, follow a consultative selling process and provide agronomic knowledge to improve customer profitability and achieve production goals, while making the company a leading supplier. This is a great opportunity to work in a collaborative sales environment that offers opportunities for personal and professional development.

## Strategic Account Manager Central Ontario

Reporting to the Sales manager, you will:

- Identify new customers, plan farm visits and learn production requirements, goals, and objectives to develop and implement customized solutions focused on increasing profitability, farm sustainability, and a strong ROI.
- Build relationships and add value to customer farming operations, management practices and crop planning objectives, while securing long-term commitments to purchase company products and services.
- Collaborate with manufacturers and distribution partners to execute targeted marketing programs in conjunction with the Sales Manager, other Strategic Account Managers and support staff.
- Develop annual sales plans that align with company growth targets to increase territory sales, profits, and market share, while maintaining current margin, customer share and account retention.
- Serve as the primary point of contact in the defined territory for customers and sell crop input products.
- Provide excellent in-person and virtual customer service to clients and communicate accurate, timely sales data to head office to generate marketing insights and strategies that lead to improved customer satisfaction.
- Identify, communicate and collaborate on new ideas, sales processes and business solutions with the commercial team that will generate new business opportunities and improve company performance and profits.
- Attend industry events, plot trials and prepare sales presentations as needed to promote the company.

Your background includes:

- A Post-secondary degree, or equivalent in Agriculture, Agri-Business or Plant Science or related experience.
- Three years of experience in a crop input business or equivalent, ideally in sales or business development paired with a demonstrated understanding of the Ontario Agricultural industry and Agronomic practices.
- A self-starter with an entrepreneurial spirit and the desire to succeed individually and in a team environment.
- An adaptable, disciplined sales approach paired with strong interpersonal and communication skills.
- Competence in market planning, customer organizing, data reporting and presenting sales strategies.
- Computer literate Excel, Word, Outlook, Power Point.
- A CCA designation is an asset.

This is a hybrid work opportunity with significant travel within the Central Ontario region.

# 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 "LC250709 - Strategic Account Manager"

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.