

## **Thunder Seed Sales Agronomist, Western Canada**

**Job Purpose:** Drives sales growth by researching and developing and implementing sales/marketing opportunities and plans and applies knowledge to raise yields and strengthen crop production through interaction with field sales and their grower/dealer customers.

### **Job Duties:**

- Initiating sales process by scheduling appointments; making presentations; understanding account requirements.
- Identifying market potential by qualifying accounts and thoroughly understanding their needs.
- Initiating forecasting and business planning with Saskatchewan and Alberta Thunder Seed Dealers
- Meets marketing and sales financial objectives by forecasting requirements
- Closes sales by building rapport with potential account; explaining product and service capabilities; overcoming objections; preparing sales orders.
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Contributes information to market strategy by monitoring competitive products and reactions from accounts.
- Recommends new products and services by evaluating current product results; identifying needs to be filled.
- Relationship building, retention strategies with Thunder Seed dealers
- Prospecting, recruiting and establishing new Thunder Seed dealerships in Saskatchewan and Alberta where there are current sales gaps and potential for growth.
- Recommending hybrids and varieties according to field conditions/situations.
- Inspecting fields for crop growth, weed issues/control and insect problems.
- Recommending usage of appropriate chemicals and fertilizers for the farmers if requested.
- Communicating to and educating farmers about various yield/agronomic issues relating to the Thunder marketing footprint.
- Provide agronomic training for dealer field sales employees.
- Provide timely agronomic information to the dealer field sales team to support the sales effort.

- Assist in responding to farmer service questions involving product performance and/or agronomic issues.

**Skills/Qualifications:** Sales Concepts, Positioning, Dealer Management, Territory Management, Sales Planning, Competitive Analysis, Understanding the Customer, Product Development, Client Relationships, Masters/PhD in Agronomy a plus, Crop Production/Plant Growth and Development, Excellent Analytics/Data Interpretation, Thorough Understanding of Field Plot/Experimental Design, Presentation Skills, Internal Communications

Please email cover letter, resume and references to Crystal Adams;  
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