

JOB TITLE: AGRONOMY SALES REPRESENTATIVE

OVERVIEW: Initiate and develop strong relationships with producers through plant nutrition, seed and chemistry guidance and product sales and support that is focused on helping producers achieve production success. Successful representatives will present solutions, products, services, communication, and the total value of United Farmers Cooperative, to current and potential customers.

OBJECTIVES

UNITED & FRIENDLY:

- Proudly conveys the strengths of United Farmers Cooperative, its services, and opportunities to others, including, but not limited to customers, communities, and co-workers.
- Approaches daily work with enthusiasm and energy.
- Maintains a team focus and is willing to serve as inside/outside sales and operational support to any assigned UFC location as staffing needs arise.
- Acts as the first line of support for the UFC Agronomy department's sales team.
- Work with the cooperative team to facilitate excellent customer service across multiple locations

CONNECTED & COMMITTED:

- Spend majority of work time marketing and managing sales to customers and prospects that result in an increase of profitable sales volumes
- Travel and work in assigned area, with occasional regional travel required
- Report activities to the Agronomy Sales Manager on a weekly basis, to achieve the goals of the position and the company efficiently and effectively.
- Regularly update and assist location managers and other agronomy sales team members regarding efficient product offerings, seasonal production issues, and promotional programs.
- Assist outdoor operations when needed. Driving a tender or delivery truck, or delivering NH3 may be required to complete the customer sale.
- Assist with loading and delivery of agronomy orders.
- Partner with Marketing Manager and utilize all sales tools such as accounting software, customer data software program and other business solutions to enhance customer relationship for performance.
- Provide value to United Farmers Cooperative by holding or obtaining an Iowa CCA.
- Draw upon the resources of each vendor, including nutritionists and product support personnel, to fully support customers' needs.
- Become an unbiased expert about which product offerings and strategies best suit the needs of UFC's customers.

- Work closely and collaboratively with location managers and inside sales team to communicate customer needs and assure customer expectations are met.
- Facilitate connections between customers sales UFC department members that could positively enhance customers' production.

VISIONARY:

- Proactively identifies areas of opportunity in Agronomy and collaborates with co-workers and management team to enhance efficiency and success.
- Grow personal knowledge of seed, plant nutrition, chemistry, United Farmers Cooperative locations and services and the Cooperative business model to improve product recommendations and services to the Cooperative's customers.
- Become an unbiased expert about which product offerings and strategies best suit the needs of UFC's customers.
- Increase Agronomic sales and collaborate with the Agronomy Department Manager to determine individual annual contact and sales goals.
- Develop and utilize sales strategies developed from interactions with vendors in conjunction with the agronomy department vision, to grow the UFC agronomy book of business.

Disclaimer: This job description indicates the general nature and minimum level of work expected. It is not designed to cover every activity, duty, or responsibility required of the employee. The employee may be asked to perform other duties to the successful performance of the job.