



JOB TITLE Territory Sales Manager
DEPARTMENT Sales
REPORTS TO Director of Sales & Marketing
STATUS 1. 0 FTE; Exempt

PURPOSE/SCOPE To act as primary liaison to Peterson's dealers and customers in assigned territory. Responsible for sales development through a dealer network.

RESPONSIBILITIES

Dealer Sales and Support

- Develop value-added relationships with dealers to achieve primary seed supplier status with Peterson products.
- Coach and mentor dealers on business planning, product positioning and sales skills to develop their seed business effectively.
- Develop dealer and Peterson brand with joint promotional opportunities such as field days, field signs, Cup of Agronomy meetings, Post-Harvest and dealer plot days.
- Develop and implement an aggressive dealer prospect program in open or low market share areas.
- Accurately identify and forecast product needs of dealers and manage inventory utilizing GROW inventory system. Business Planning, FT/ES adjustments, In-Season Floor Plan needs, moving excess inventory, etc.

Grower Support and Resale

- Develop value-added relationships with customers and potential customers, then directing them to dealers for sales when possible.
- Visit growers and their fields in support of local dealers.
- Support production grower efforts in your territory as a liaison between the grower and production team.
- Be relied upon as a product expert and educate customers on correctly positioning our products.
- Develop and implement an aggressive prospect program as a continued source for new customers.

Territory Development

- Develop a territory business plan to build long-term profitable growth and sales benchmarks.
- Understand competitive products and programs to position the Peterson brand most effectively.
- Represent Peterson at field days and trade shows.
- Annually address lower-performing dealers with plans for improvement or plans for transition.
- Support territory and company marketing efforts through input into radio and print advertising, Field Insights, Post Harvest trainings, Cup of Agronomy meetings, etc.

Sales Administration

- Achieve established sales targets.
- Provide timely response, input, and feedback to departmental requests including marketing, accounting, production, and logistics.
- Regularly utilize Customer Relationship Management (CRM) tools to achieve Best-In-Industry customer service and internal communication.
- Utilize 50% of time working with dealers, 30% with growers, and the remaining 20% in the office for planning.

Perform other duties as assigned

DESIRED QUALIFICATIONS & EXPERIENCES

- BS in Agronomy / Crop Production or equivalent experience
- Minimum of three years of proven sales experience
- Farm background
- Proven management experience

SUCCESSFUL CANDIDATE WILL POSSESS

- Excellent relationship-building skills
- Strong written, oral and presentation skills
- Commitment to demonstrating Peterson's Core Values:
 - Integrity
 - Team Contribution
 - Excellence
 - Positive Attitude