

Market Development Manager (CCA Requirement)

- Remote work; must be in Eastern Ontario, Southern Ontario, or Quebec
- MUST HAVE AGRICULTURE SALES EXPERIENCE
- Experience working at an Ag Retail location required; bilingual (EN/FR) preferred

About Heads Up®

Heads Up® Plant Protectants Inc is a rapidly growing, independently owned company that manufactures biological seed treatments and crop protection products for the agriculture industry. Our first product to market, Heads Up® Plant Protectant, is an EPA registered biological seed treatment used for the protection of various crops against fungal diseases. With a focus on row crops, the company is looking to hire a sales representative responsible for managing existing accounts and engaging new customers within their territory.

Role Purpose

As our Market Development Manager your primary role will be to conduct training, education and marketing of our product in both Ontario and Quebec markets to help our facilitate sales through our distribution network. Primary duties are as follows: to establish brand awareness of Heads Up® and future products by calling on crop protection retailers and seed dealers in your territory; to drive sales of the company's products at the farm level and raise awareness to the end user (farm producers); and to offer a network of support and technical expertise for ag retailers/seed dealers/distributors in your territory.

Key Responsibilities

- Provide technical expertise as an ambassador of Heads Up® to garner brand awareness, relay information to new and existing customers about product benefits and to facilitate future sales.
- Act as the primary liaison for retail accounts, seed dealers, and growers in your territory. You will craft and follow your own territory plan to achieve sales objectives in both ON / QC.
- Create demand at the customer (farm) level
- Participate and represent the company in selected sales activities i.e. tradeshow, grower meetings, and field days in your territory.
- Assist to help build, budget, and manage a successful advertising campaign tailored to your region
- Develop an effective and strategic marketing plan to help educate the industry of company product offerings.
- Answer questions concerning products such as price, credit terms, and compatibility.
- Other work-related duties as assigned by supervisor/manager.

Qualifications required

Knowledge, Experience and Capabilities

- Bachelor's degree in agriculture or Business-related field
- Minimum 3 years experience in agriculture sales
- General knowledge of agriculture. Ag retail experience preferred.
- Ability to travel up to 50% of time
- Valid driver's license and clean driving record
- Ability to speak, write and converse in both English and French is a strong asset

Technical, Professional, and personal capabilities

- Must be a highly motivated individual with a strong work ethic and desire to succeed.
- Able to identify new customers, understand their business and develop plans and actions for sales territory growth
- Ability to read, understand and effectively communicate information through writing and speaking
- Strong Customer Orientation
- Ability to set and accomplish goals in an effective and efficient manor
- CCA certification preferred
- Understanding of crop inputs, agronomics and crop production trends preferred.

Other Necessary Skills

- Strong interpersonal skills with a positive attitude.
- Willingness to embrace technology to add value to service offering for customers
- General proficiency in Microsoft Office applications
- Completion of all reports as required in timely and proficient manner

Additional Info

- Work expectation is full-time 40 hours per week
- Hours are flexible; must be able to set own schedule and implement sales strategy your own way.
- Must be willing to work hours beyond those considered "normal."
- Must be willing to travel independently and overnight on occasion. Travel expectation is up to 50% of time.
- Compensation is competitive for industry and based on industry experience and qualifications.
- Must be able to work from a home office

Send Resume to colin@headsupST.com or call 1-866-368-9306. All resumes appreciated and will be reviewed, only those short listed for an interview will be contacted.

For more company information please visit www.headsupst.com or call 1.866.368.9306

Benefits:

- Casual dress
- Flexible schedule

Work Location: Remote