

**SePRO CORPORATION**  
**Agriculture Job Description**

**Job Title:** Technical Sales Specialist  
**Department Name:** Agriculture Sales  
**Supervisor Title:** Cotton Market Leader  
**Location:** Georgia

**JOB SUMMARY**

Under the direction and periodic review of the Cotton Market Leader, the Technical Sales Specialist is primarily responsible for managing sales, assisting with market and field development activities, and providing technical stewardship of SePRO's agriculture products in the territory. The preferred location for this position is based in the SW quarter of Georgia.

This is an excellent opportunity for a person with strong technical sales and business development skills. The opportunity to influence the growth development of the SePRO Agriculture business and launch new specialty ag products which will offer an outstanding career growth opportunity.

**PRIMARY RESPONSIBILITIES**

**Sales Territory:** Cotton growing regions of Georgia, AL, FL with emphasis on Georgia.

The candidate must have the ability to travel daily in the territory with expected routine overnight travel for product stewardship, technical support, and other sales related efforts. The Technical Sales Specialist is expected to frequently interact with industry professionals and establish sales development and service activities with end-users. Initiative will be needed to plan and host small group meetings and demonstrations, such as field demonstration days or other group selling tactics.

The candidate will use technical knowledge, sales, and communication skills to gain support of SePRO's products primarily in cotton with some new products to introduce into fruit and vegetable crop segments. Implement sales & marketing programs and lead product stewardship efforts in the territory, providing targeted solutions for growers to ultimately drive revenue growth. Specifically:

- Introduce and represent the appropriate use of products at industry meetings and other end-user outreach opportunities. Provide technical training to key audiences which includes growers, distributors, extension agents and consultants.
- Help to implement field development and product demonstration trials.
- Establish sales objectives in cooperation with Cotton Market Leader and take initiative to successfully achieve those plans.
- Communicate field initiatives effectively within the organization. Utilize CRM to manage customers, contacts, sales calls and development initiatives.

- Assure that all regulatory requirements are met, and proper application and safety requirements are adhered to.

## **EDUCATION, QUALIFICATIONS AND EXPERIENCE**

- Bachelor's degree (4-year College or University);
- Experience with plant protection products in agricultural markets is desirable;
- Computer proficiency with Microsoft Office Suite;
- Excellent driving record;
- Excellent presentation and communication skills;
- Business acumen and customer focused; and
- Strong organizational and time management skills.

## **KNOW-HOW**

### Technical & Functional

Ideal candidates will have experience in disciplines related to sales, agronomy, specialty agriculture, and/or another related applied science field. Personal characteristics of initiative, drive, organization, and attention to detail are important. To successfully manage market opportunities and technical issues, candidates should possess excellent verbal, written and listening skills. The ability to manage changing priorities and multiple projects at one time is necessary. The desirable individual is innovative and able to work within a budget. Applicant should have good computer skills.

This individual will also need the following:

- Demonstrated ability to negotiate win-win strategies, conflict resolution and handling objections by taking initiative and finding creative solutions;
- Demonstrated ability to get desired results by following agreed upon plans;
- Demonstrated ability to identify and use effective methods for collecting, interpreting and communicating market, customer, and competitive data;
- Demonstrated ability to work independently with minimal supervision;
- Business acumen with a customer focused approach; and
- Strong organizational and time management skills.

### Human Relations

The ability to maintain excellent professional relationships is essential. The position requires continuous interaction with distributors, applicators, research cooperators and growers, as well as the SePRO marketing, sales, technical and regulatory teams. Good interpersonal skills and a mastery of both written and oral communication are desired. The candidate should also have excellent presentation skills.

## **ACCOUNTABILITY**

### Freedom to Act

Business strategies are agreed upon at the SePRO Management Level with input from others within the organization. The work needed to implement these strategies and other responsibilities is carried out with minimal, but routine consultation with a supervisor. Candidate must be adaptable, trustworthy, detail oriented, enthusiastic, organized and reliable.

### Impact

Results are measurable in achieving individual and team goals, and the resultant impact on reaching SePRO's business goals. The individual has a direct impact on results and on success of the organization.

Send resumes to:

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