

Technical Specialist Nursery/Ornamental

SePRO Corporation

JOB SUMMARY

The *Technical Specialist* is responsible for driving sales of SePRO's ornamental products in the territory, providing technical support & stewardship, and assisting with market and field development activities. The preferred location for this position is south / central California.

This is an excellent opportunity for a person with strong technical sales and business development skills. The territory has a base of existing business with significant growth potential within the portfolio.

PRIMARY RESPONSIBILITIES

Sales Territory: California, Arizona, Nevada, Utah, Idaho, Oregon, Washington

- 1) Use technical knowledge, sales, and communication skills to gain support and growth of SePRO's products in the turf and landscape markets.
- 2) Implement sales and marketing programs and lead product stewardship efforts in territory with focus on growth.
- 3) Provide technical training to key audiences, which includes growers, distributors and distributor sales representatives, extension agents, consultants and other stakeholders.
- 4) Establish customer-focused objectives in cooperation with Regional Sales Manager and implement plans to achieve those objectives.
- 5) Build and maintain relationships with customers and new prospects to promote, sell, and steward SePRO solutions that are aligned with market strategies, and develop tactics to support growth in product use.
- 6) Communicate market intelligence effectively within the organization. Utilize CRM tools to manage customers, contacts, sales calls, and development initiatives.
- 7) Introduce and represent the appropriate use of products at industry meetings, customer training events and other end-user outreach opportunities.
- 8) Prioritize business opportunities within the territory and manage time to maximize sales results.
- 9) Actively contribute in a team environment as both a leader and participant

Education, Qualifications and Experience

- Bachelor's degree (4-year college or University)
- Experience with plant protection products in US turf and landscape markets is desirable
- Licensed California Pest Control Advisor (PCA)
- Excellent presentation and communication skills
- Computer proficiency with Microsoft Office Suite
- Business acumen and customer focus
- Strong organizational and time management skills
- Excellent driving record

The candidate must have the ability to travel, on a daily basis in the territory with expected routine overnight travel (2-3 nights / week) for product stewardship, technical support, and other sales related

efforts. The *Technical Specialist* is expected to frequently interact with industry professionals and establish sales development activities with end-users. Initiative will be needed to plan and host meetings and demonstrations, such as field demonstration days.

In accordance with federal and state equal opportunity laws, we will consider all qualified candidates, without regard to race, color, national origin, sex, age, or physical handicap.