



## JOB DESCRIPTION

### Title: Technical Sales Manager

Date Last Modified: July 2011

<b>Department:</b>	Sales	<b>Classification:</b>	Exempt
<b>Supervisor:</b>	Director of Sales	<b>Grade:</b>	XX
<b>Status:</b>	Regular Full Time	<b>EEO Group:</b>	4

#### Position Objective:

Provide leadership and management for regional sales territory and sales development activities, in alignment with the strategic company direction.

Responsible for retaining current customers as well as developing and attracting new customers. Responsible for learning and selling current products and new products, keeping abreast of new technologies, recommending/sharing changes and trends seen in the field and meeting sales goals in targeted markets.

Consistently enhances the image of BioWorks.

#### Essential Functions and Responsibilities:

- Develops and services assigned territory, including geographic region proposed.
- Actively and consistently seeks new customers within BioWorks focus markets
- Researches customers' needs and resolves problems
- Visits customers and potential customers to develop relationships, follow up on leads, set grower trials, close sales opportunities and provide technical information
- Meets established sales budget (revenue, profit, expense) goals
- Achieve key metrics (customer visits per weeks, prospect visits per week, trials conducted).
- Gives technical support in person, by email and phone
- Delivers sales presentations and closes sales in a professional manner
- Makes product recommendations and presentations to growers, distributors, and industry organizations in order to educate and inform.
- Inputs customer activities, competitive intelligence and industry information daily, using CRM-NetSuite software or any current BioWorks CRM system.
- Submits expense reports weekly
- Follows-up in a timely manner to voicemail and email requests from management, peers and other internal and external customers
- Manages major accounts; establishes long-term, ongoing relationships with multiple people in a customer's organization.
- Travels with distributor sales representatives as well as travels alone to visit end user customers.
- Attends industry and distributor trade shows
- Provides feedback to internal teams as well as with sales peers regarding competition, pricing, and marketing opportunities.

- Diligently communicates with industry leaders and enhances BioWorks' image
- Maintains and shares an understanding of industry trends and technical developments that affect target markets
- Provides special updates to Management as is appropriate or requested
- Provide weekly updates of individual sales forecast to Manager as part of BioWorks GGOB process
- Participates in scheduled Sales Conference calls
- Responsible for initiating 1:2:1 meeting with Manager.
- Takes a leadership role in the establishment of field based grower specific product trials.

**Essential Qualifications - Education, Experience, Skills:**

- Bachelors degree in agriculture, horticulture or equivalent in a related field
- A minimum of 2 years of field sales experience or equivalent within the agriculture / specialty agriculture market. Experience in organic growing processes and/or selling into the organic market is a plus.
- Well developed sales skills
- Ability to make decisions and evaluations to determine the needs of the customers
- Ability to travel at least 50% - 75% of the time
- Excellent oral and written communication skills in both technical and business terms
- Excellent customer relations skills
- Treats all employees and customers with dignity, respect and courtesy
- Working knowledge of Microsoft Office software (Word, Excel, PowerPoint, etc.) and prior use of a CRM tool to manage customer engagements and run sales reports
- Knowledge of target market industries and a rolodex of key growers and industry leaders within the geographic boundaries of the role is highly desirable

**Essential Values:** (For all employees; all of equal importance)

Follows and Subscribes to all BioWorks Team Values

- Open & Honest
  - Crystal Clear
  - Open
  - Trust is a 2-way Street
  - Integrity
  - DWYSYWD
  - Mature & Professional Conversations
- Challenging & Rewarding
  - Courage
  - Results Count
  - Investing In Our Future
- Friendly & Fun
  - Work Hard – Have Fun
  - Generosity
  - Balance
- How I Grow Matters
  - Personal & Professional Development
  - Self-Direction
  - Intelligent Mistakes

**Specific Performance and Personal Competencies needed:**

- **Driving Results** – Sets positive, compelling goals and aggressive schedules for improvement. Translates the vision/mission of the organization into actionable, quantitative plans. Conveys a sense of urgency and drives issues to closure.
- **Managing Performance** – Translates over-arching business goals into specific objectives for each member of the team. Holds people accountable for agreed-to results. Identifies and keeps others focused on the most important metrics that drive the business and uses CRM and reporting tools consistently to effectively manage the territory
- **Building Commitment** – Motivates others to pursue common objectives with excitement about the future. Radiates enthusiasm for goals and infects others with a shared optimism and excitement. Conveys a genuine belief to succeed despite the toughest obstacles.
- **Building Relationships and Using Influence** – Builds and sustains excellent relationships at all levels both internally and externally. Uses relationship networks to strategically accomplish objectives. Communicates excitement about the business and motivates others to pursue common objectives.
- **Communication** – Communicates passion, energy, intensity, and excitement. Is highly articulate and makes arguments in a compelling matter and comes to the point.
- **Energy/Endurance** – Has a high capacity for work and shows passion, energy, endurance, and intensity. Maintains focus through days of long hours and multiple priorities

**Physical Demands:**

- Ability to travel frequently
- Flexibility in scheduling to satisfy customers and potential customers
- Computer keying repetitive motions
- Possible eye strain

<b>Employee's sig.:</b>		<b>Date:</b>	
<b>Supervisor's sig.:</b>		<b>Date:</b>	
<b>President's sig.:</b>		<b>Date:</b>	

## PHYSICAL ACTIVITY CHART – Sales (all Sales positions)

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	List JOB RESPONSIBILITIES that require physical demands checked
Standing		X	Talking with potential customers in their environments (labs, fields, greenhouses, etc.)
Walking		X	Working with customers to resolve their issues and determine their needs
Sitting		X	Computer and phone duties, Driving long distances
Lifting	X		Product Samples
Carrying		X	Luggage and product samples
Pushing			
Pulling			
Climbing			
Balancing			
Stooping			
Kneeling			
Crouching			
Crawling			
Reaching			
Handling		X	Luggage and product samples
Feeling			
Speaking		X	Interaction with customers, vendors and employees
Hearing		X	Speaking with customers and vendors in person and on phone
Seeing		X	Computer work, forms, reports, site visits
Depth Perception			
Color Vision			
Repetitive Motion		X	Keying and mouse for computer