



## **Job Title: Sales Manager, USA**

Permanent, full-time role with Bushel Plus Ltd.

Location: USA

Reporting to: CEO/Owner

Start date: Fall 2023

### **The Role:**

Are you a leader, excited about bringing innovations and more value to customers in agriculture, developing a great team environment, and growing market share?

Join the outstanding team of one of North America's fastest-growing companies!

We are seeking a highly motivated and experienced US Sales Manager to join our Executive Team at Bushel Plus Ltd. Reporting directly to the CEO/owner of the company, the successful candidate will be responsible for developing and executing sales strategies to drive business growth and achieve sales targets. The ideal candidate is a collaborative leader and will have a proven track record in building an effective sales team in the agricultural market, business development, as well as an in-depth knowledge of the agricultural equipment industry.

With a hands-on and entrepreneurial mindset, you will build, develop, and lead a high-performance team to deliver market-driven results. As part of the executive team, you will be instrumental in positioning our sales team's efforts so that Bushel Plus Ltd is strategically aligned to promote our leading technologies into global markets. You will have extensive career opportunities with an industry leader that continues to rapidly grow and diversify globally.

### **Who we are:**

Bushel Plus Ltd. is THE harvest optimization company setting the bar for helping farmers maximize their investment in yield, quality, and time. With distribution in over 33 countries, our product lines include the patented SmartPan System™, the Bushel Plus MiniCombine, and MAD Concaves™. Bushel Plus's mission is to add value and profit to every harvest with tools, technology, and information that optimize efficiency.

### **Responsibilities:**

- Plan and execute the US distribution of all Bushel Plus Ltd. products.
- Develop, implement, and monitor strategic sales plans by supporting and directing sales activities while setting performance goals and resources accordingly.

- Be an active participant of the executive leadership team and build out the corporate strategic plan.
- Drive company success through execution of the marketing plan, create sales strategies, develop, and manage the sales team, budgets, and forecasting.
- Develop knowledge of customer needs and continuously work to meet and delight customers in line with brand strategy.
- Bring outstanding leadership to Bushel Plus Ltd. to recruit, develop and retain top talent with career development and performance management. This includes growing and mentoring our team of Technical Sales Managers, Inside Salespeople and Product Managers.
- Be a positive and active force for the long-term growth of the company.
- Bring a proactive approach in planning and executing the company's vision aligned with our values of Accountability, Trust and Integrity, Consistency, Teamwork, Growth and Innovation, Farmer success and Kindness.
- Embody a genuine "we win as a team; we lose as a team" attitude.

**Qualifications:**

- At least five years experience in a Sales Manager/ Executive role, or five years combination of relevant education and sales management experience.
- Agricultural sales and support experience (agricultural equipment expertise is an asset; harvest specific equipment is ideal).
- Experience in using Customer Relationship Management (CRM) tools (e.g. Salesforce).
- Strong and ethical leadership skills for team and company building.
- Demonstrated initiative, positive attitude, and the ability to work as part of a great team.
- Willingness to travel the territory and attend in person meetings at the Brandon HQ.
- Valid driver's license.

**Compensation:**

- Competitive salary
- Benefits participation
- Company vehicle, laptop, NA phone plan

Bushel Plus is an equal-opportunity employer committed to diversity and inclusion in the workplace. We encourage applications from all qualified individuals.

To apply for the position of Sales Manager, USA at Bushel Plus please send your cover letter and resume to: [blair@grasslandsgroup.com](mailto:blair@grasslandsgroup.com)