



**JOB TITLE: Technical Sales Manager**

**REPORTING TO: National Sales Manager**

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Do you thrive on being part of a great team environment, and growing new markets? Do you share in the excitement of growing a global business through relationships and quality products? Join the outstanding team of one of Canada's fastest-growing companies!

Bushel Plus is THE harvest optimization company setting the bar for helping farmers maximize their investment in yield, quality, and time. With a bold vision to increase global food production by dramatically reducing harvest loss. Bushel Plus is dedicated to adding value and profit to every harvest with tools, technology, and information that optimize efficiency. The Canada-based company proudly calls the prairies home with global distribution that spans over 30 countries. Please visit our website at [www.BushelPlus.com](http://www.BushelPlus.com)

**POSITION DESCRIPTION**

This position requires an upbeat, goal-oriented individual with the drive to achieve sales goals and be involved in company growth.

The Technical Sales Manager works with distributors, dealers, and growers to obtain sales and business growth for Bushel Plus. The Technical Sales Manager is at the forefront of customer sales and service, providing value with Bushel Plus's innovative and high-performing products. The Technical Sales Manager will oversee a defined sales territory and develop and implement a sales plan for that territory.

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**PERFORMANCE RESPONSIBILITIES**

**Territory Management**

- Develop and implement a Territory Sales Plan that defines and outlines a path to meeting sales targets.
- Execute on the sales plan with accuracy includes working within the dealer network and with farmer customers.
- Maintain a CRM to manage all customer contacts and interactions, including a detailed log of customer status.
- Measure sales and/or project performance using appropriate project management tools and techniques.
- Perform risk management analysis to minimize potential risks.

## **Relationship and Brand Management**

- Organize meetings and visits to dealers within assigned territory, including cold-calling and introducing the company and products to new potential customers.
- Attend trade shows, interacting with potential customers and provide product demo's.
- Manage a positive relationship with dealers and customers through strong relationship building, troubleshooting, and support.
- Establish strong relationships with existing and new accounts as well as dealers and third-party vendors.
- Work closely with an internal marketing team to deliver on the brand pillars and strategic direction of the marketing initiatives.
- Deliver product presentations and product trainings to dealers and clients.

## **Additional Duties**

- Attend sales meetings, providing updates and taking guidance as required.
- Work closely with sales and leadership on sales tactics, programs and promotions.

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## **REQUIREMENTS**

- 5+ years of experience in territory sales management in ag or ag-related industry.
- Experience with ag equipment or ag technical experience, an asset.
- Proven track record of managing a sales territory and contributing to growth.
- Completion of post-secondary education in business, agriculture, or related fields is considered an asset.
- Strong communication skills with the ability to network and influence business in a defined territory.
- Natural self-starter and effective goal-setter.
- Ability to deliver presentations and speak well in front of groups.

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## **WORK CONDITIONS**

- Geographical territory based in Western Canada.
- Interacting with other individuals is a regular, daily occurrence.
- This role requires 60% travel made up of on the road visits to customers and to the Brandon-based headquarters, as required. When not travelling, employees are based out of their homes. Essentially this is a hybrid role.
- Working schedule is inconsistent with work times and days dictated by events and sales demands.
- Manual dexterity required to use desktop computer and peripherals.

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## **KEY PERFORMANCE INDICATORS**

- Achieving and exceeding the target sales quota.
- Successful development and execution of a sales plan.
- Effective management and retention of client relationships.
- Proven development of the provided sales territory.
- Alignment with the Bushel Plus Brand Pillars.
- Contribution to internal projects and initiatives.

- Innovative contributions to business growth and sales planning.

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**BENEFITS AND COMPENSATION**

- Competitive and comprehensive wage.
- Comprehensive health benefits program, primarily employer paid.
- Company vehicle provided.
- Company cellphone and computer provided.