

Position Objective and Responsibilities

Job Title: Agronomy Sales and Service Specialist

Reports To: _____ in the
_____ department.

Position Objective

To sell, blend, deliver, and apply plant food and crop protection products, and conduct soil testing in a manner that will optimize the cooperative's market share and savings, improve the cooperative's efficiency, help achieve the cooperative's mission and goals, and result in outstanding customer service.

Position Responsibilities

The agronomy sales and service specialist's responsibilities involve sales, service, reporting, inventory, safety and maintenance, and other duties as assigned by management.

The agronomy sales and service specialist will maintain a positive attitude that promotes team work within the cooperative and a favorable image of the cooperative.

Sales

Sales involves assisting in establishing sales goals and developing and promoting a marketing plan, increasing sales of agronomy products, making proper recommendations and applications of products sold, knowing prices of products and services, maintaining the current market share, and assisting in developing competitive marketing strategies.

Assist in establishing sales goals

1. Work with appropriate employees and/or the manager to establish monthly sales goals
2. Work with management to establish yearly sales and gross margin goals
3. Review sales call reports with department staff monthly
4. Submit sales call recap management monthly
5. Analyze sales annually

Assist in developing and promoting a marketing plan

1. Work with management to develop a marketing plan and submit it to management by the _____ of each year

Increase sales of agronomy products

1. Maintain delivery schedules and sales to customers in a manner which will result in increased satisfaction
2. Make sales calls on all potential customers in the trade area
3. Assist department supervisor in setting department goals and increase sales of agronomy products

Make proper recommendations and applications of products sold

1. Know and use all resources necessary to make proper recommendations and applications of products sold
2. Correctly identify resources for assistance
3. Keep resource manuals accessible and current
4. Ensure no product problems result due to your recommendation or installation
5. Attend all product updates and service training sessions
6. Clear all major bids with your supervisor

Know prices of products and services

1. Be aware at all times of the cooperative's prices on commodities and services and review with your supervisor every _____

Maintain current market share

1. Lose no customers due to careless performance
2. Keep all customers supplied with product

Assist in developing competitive marketing strategies

1. Provide your supervisor with periodic reports of current competitor's strategies
2. Develop plans to counteract competition, with supervisor's approval

Service

Service involves providing the service necessary to meet goals and objectives, responding to after-hour calls from customers, and maintaining proficiency in retail sales and knowledge of appropriate programs.

Provide the service necessary to meet goals and objectives

1. Have equipment in operating condition by the beginning of the fertilizer season
2. Schedule deliveries to customers with a minimum of complaints per season
3. Lose no customers due to services provided by the department
4. Promote the cooperative by educating farmer members on the background and philosophy of cooperatives
5. Encourage repeat sales by enhancing the profitability of customers

Respond to after-hour calls from customers

1. Respond to after-hour calls promptly
2. Ensure no customers run out of product due to your job performance

Maintain proficiency in retail sales and knowledge of appropriate programs

1. Attend selected training schools and sales meetings
2. Coordinate regularly with agronomy sales specialists and others for technical sales assistance as needed
3. Emphasize suggestive selling

Reporting

Reporting involves invoicing all product deliveries promptly and accurately, submitting daily trip reports, and informing your supervisor of outstanding conditions.

Invoice all product deliveries promptly and accurately

1. Ensure all tickets presented to the office are correct
2. Present a copy of each transaction to the customer after each delivery
3. Turn all sales tickets into the office daily
4. Ensure all cash receipts are turned in daily and are accurate

Submit daily trip reports

1. Submit trip report to supervisor daily
2. Fill out trip report completely and accurately
3. Inform your supervisor of discrepancies in your reports and invoices as soon as you are aware of them

Inform supervisor of outstanding conditions

1. Inform your supervisor of potential problems or potential new business opportunities directly or indirectly related to your department

Inventory

Inventory involves assisting in evaluating product lines and controlling product shrinkage.

Assist in evaluating product lines

1. Submit feedback received from customers on product lines periodically
2. Assist management in identifying inventory opportunities

Control product shrinkage

1. Check the scale regularly
2. Use care in handling NH₃ and liquid fertilizer

3. Promptly invoice all sales
4. Keep equipment calibrated accurately
5. Ensure no product spills

Safety and Maintenance

Maintenance and safety involves maintaining rolling stock and all agronomy department fixed assets; maintaining the fertilizer plant, warehouse, and personal office area; operating trucks and equipment safely; communicating safe storage and handling procedures to customers; and upholding company safety policies.

Maintain rolling stock and all agronomy department fixed assets

1. Have equipment in good operating condition by the start of the fertilizer season
2. Wash units as needed, depending on weather conditions
3. Follow regular maintenance schedule provided by your supervisor
4. Report any unsafe equipment or working conditions to your supervisor
5. Do not exceed unit expenses of _____

Maintain fertilizer plant, warehouse, and personal office area

1. Meet all federal and state and OSHA regulations.

Operate trucks and equipment safely

1. Receive no OSHA, state, or federal citations
2. Receive no valid customer complaints concerning your driving

Communicate safe storage and handling procedures to customers

1. Ensure customers are informed of safe product handling

Uphold company safety policies

1. Ensure department facilities and equipment meet federal, state, and OSHA regulations

Other Duties

The agronomy sales and service specialist will uphold cooperative policies, perform other duties as assigned by management, and will enforce and uphold the cooperative's credit policy.

Uphold cooperative policies

1. Uphold all cooperative policies

Perform other duties as assigned by management

1. Perform duties as requested by management

Enforce and uphold the cooperative's credit policy

1. Make credit terms known to all employees and customers
2. Do not charge to customers on COD
3. Do not extend credit to customers who have not been approved by the credit manager
4. Do not authorize customer charges that exceed set credit limits
5. Keep all personal accounts current