



Job Title: Technical Specialist Nursery/Ornamental West

SePRO Corporation

JOB SUMMARY

Under the direction and periodic review of the Ornamental Sales Manager, the *Technical Sales Specialist* is primarily responsible for driving sales of SePRO's ornamental products in the territory, providing technical support & stewardship, and assisting with market and field development activities. An ideal candidate would be located in Arizona, California, Nevada, or Oregon.

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 Ornamental plant nursery and greenhouse markets.
- 2) Implement sales and marketing programs and lead product stewardship efforts in territory with focus on growth.
- 3) Provide technical training for key audiences, which includes growers, distributors and distributor sales representatives, extension agents, consultants, and other stakeholders.
- 4) Establish customer-focused objectives in cooperation with the Ornamental 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)
- Licensed California Pest Control Advisor (PCA)
- Experience with plant protection products in US ornamental plant nursery and greenhouse markets is desirable.
- 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 daily in the territory with expected routine overnight travel (2-4 nights / week) and some weekends, for product stewardship, technical support, trade shows, internal/external meetings, 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, initiate product trials, and collect data.

ADDITIONAL DETAILS

Technical and Functional Knowledge/Skill Abilities — Ideal candidates will have experience in a discipline related to sales, environmental management, agronomy, specialty agriculture, and/or another related applied science field. Applicants should have good computer skills. Personal characteristics of initiative, drive, organization, and attention to detail are important. Candidate will possess excellent verbal, written, and listening skills to manage market opportunities and technical issues. The ability to manage changing priorities and multiple projects at one time is necessary. The desirable individual is innovative and able to work within a budget.

This individual will also need the following:

- 1) A high commitment to customer sales growth activities that lead to achievement of annual goals
- 2) Demonstrated ability to negotiate win-win strategies, conflict resolution, and handling objections by taking initiative and finding creative solutions
- 3) Demonstrated ability to get desired results by following agreed upon plans
- 4) Demonstrated ability to identify and use effective methods for collecting, interpreting and communicating market, customer, and competitive data
- 5) Demonstrated ability to work independently with minimal supervision
- 6) Business acumen with a customer focused approach
- 7) Strong organizational and time management skills

Human Relations — The position requires good communication skills, as there is continuous interaction with distributors, growers, research cooperators, applicators, and SePRO marketing, sales, and technical teams. The ability to maintain excellent professional relationships is equally important. Therefore, good interpersonal skills of both written and oral communication are desired, and the candidate should have excellent presentation skills.

Accountability — Business strategies are agreed upon at the SePRO Management Level with input from others within the organization. The work needed to implement these strategies and other responsibilities is carried out with minimal, but routine consultation with supervision. Candidate must be adaptable, trustworthy, detail oriented, enthusiastic, organized and reliable.

Impact — Results are measurable in meeting timelines and resultant impact on meeting business goals. The individual has a direct impact on results and on success and growth of the organization.



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