

Join our client as they continue to expand their product line and customer base in Western Canada. Focused on strong customer service and quality crop protection products, they are looking for a sales professional to build the Alberta market. After introducing proprietary technologies in 2020 through their distribution channels in Manitoba and Saskatchewan, the company is ready to move into new markets with additional crop innovations. Be the first boots on the ground in Alberta and continue to grow the business, profitability and market share.

## Key Account Manager

### Central Alberta (Home Office)

Reporting to the Western Canadian Sales Manager, you will:

- Introduce new products to the Canadian market through strategic industry contacts, hosting field trial events and delivering sales plans at the retail and grower levels
- Work closely with partners to ensure a coordinated sales approach is developed with successful implementation, distribution and support for grower customers
- Assist the North American business unit in developing strategic market objectives and play a key role in introducing new products as they're brought to market
- Interpret Canadian industry trends to report on opportunities for new business growth and adjust strategies for existing products
- Ensure all elements of the sales process are executed correctly and customers are satisfied

Your background includes:

- 5+ years' of AgChem sales experience and (ideally) a strong understanding and knowledge about local crop production (including canola, cereals, pulse crops, and range & pasture). Exposure to the marketing aspects of the industry a definite asset
- A Bachelor's Degree or Diploma in marketing, agriculture or related field an asset. Also, willing to consider a combination of work experience and professional development activities
- Strong sales, account management and relationship building abilities
- Proven business acumen as well as superior interpersonal, customers service and conflict resolution abilities
- A strong internal drive to grow business and connect with customers to communicate the benefits of new crop protection technologies and active ingredients

This position will work from a home-based office, ideally in Central Alberta.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting "Key Account Manager #200901"