

Our client is a century old, privately held Canadian company with multiple innovative business units, each focused on specific product applications for global clients. The Plant Care division has grown rapidly through the acquisition of companies specializing in bio-protection and bio-fertilization technologies. As the Technical Sales Representative for Eastern Canada, the successful candidate will build the business in the region by selling specialized products to improve plant nutrition, health, and productivity. Collaborate with a passionate team of sustainability driven, agriculture professionals as innovative product launches take place over the next several years.

Technical Sales Representative

Ontario | Quebec (Home office)

Reporting to the Canadian Commercial Manager, you will:

- Build and support the soybean inoculant and specialty crop biological business with concentrated efforts through distributor partners across eastern Canada
- Focus on retaining and growing sales with existing customers, while identifying, recruiting, and training new partners and dealers on product benefits within the assigned territory
- Develop and maintain relationships with key seed company and seed processor clients and prospects
- Conduct service and troubleshooting calls for customers by responding promptly and resolving issues in a timely manner, while identifying product improvement needs and reporting all findings
- Coordinate and implement marketing and training activities with distributors, dealers, growers/end-users and share market knowledge with the team to contribute to new product development opportunities
- Perform accurate sales and product forecasts and manage orders to maximize sales and logistic efficiency
- Meet and exceed annual sales targets as established by the Commercial Manager, assist in collection of accounts when requested, and support other Technical Sales Representative as required
- Collaborate with the Commercial Manager and Technical Services team in developing and managing research and field trials focused on key crops and geographies
- Develop presentations for distributor, retail, and end-user customers to create awareness and demand for our company and unique products
- Train customers in the proper use of our products, troubleshooting challenges when required and representing the company at relevant trade shows and meetings

Your background includes:

- Degree or diploma in agriculture or related field with 5+ years of business development experience in the seed or crop protection market. Biological agricultural inputs industry preferred
- Sound knowledge of the eastern Canadian seed & crop protection market, agronomic practices & constraints
- Field agronomy and trial management experience in specialty crops grown across eastern Canada
- Excellent work ethic and honest, with a strong degree of common sense and enthusiastic personality
- Self-motivated and driven to succeed in an autonomous work environment but who enjoys team collaborations
- Detail and customer service oriented with excellent written and verbal communication skills
- An organized, reliable and deadline driven multitasker with a track record of project development and completion
- Strong proficiency in Microsoft programs (Excel, Word, Outlook, PowerPoint)
- Fluent in both English and French is a strong asset

This is a work from home opportunity with travel primarily across Ontario and Quebec, and elsewhere in Canada and the United States as required for training and meetings.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at **416-868-4888 Ext. 5** quoting **“Technical Sales Representative - LC210203”**

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.