



## **SALES PROMOTER - FLORIDA**

AgraQuest, Inc. is currently seeking a Sales Promoter. In this role you will be responsible for creating a demand for AgraQuest, Inc. products, as well as achieving gross sales revenue objectives for the Florida Sales Region.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **KEY RESPONSIBILITIES:**

- Focus and manage grower accounts and relationships necessary to achieve revenue objectives within the defined area.
- Develop a trust relationship with corporate and individual growers by providing sound technical advice on the use of AgraQuest products and other inputs for agricultural production in Florida.
- Conduct demo fields with targeted growers to create demand for AQ products
- Work closely with distributor sales reps to help them promote AQ products (pull though).
- Develop new product launches in the defined area, steward products based on local standards and expectations.
- Report weekly and monthly sales progress in the region to management when due i.e. weekly conference calls, monthly reports.
- Seek new market opportunities and promote AgraQuest existing and new products to create demand.
- Provide support to the Florida Sales Manager, with participation in product launches, company and customer meetings.
- Cooperate with AgraQuest, Inc. marketing to develop product sales bulletins and promotional articles.
- Gather market information and communicate effectively to AgraQuest management.
- Work closely with AQ Technical Services & Product Development reps to establish field trials and grower demos in order to determine product placement and drive grower adoption.
- Educate growers, customers and end users on how to properly utilize AgraQuest products to achieve desired results
- Set up and man display booth at Key Expos and Association meetings.
- Develop a product demonstration program for key markets in the region and record evaluated results.
- Respond to product complaints and concerns promptly.
- Conduct technical sales training of growers and/or distributor sales representatives.



**KNOWLEDGE:**

- Knowledge in key markets including: Citrus, Pome Fruits, Vegetables, Row Crops such as Potatoes, Peanuts and other.
- Key account personnel at key growers and/or distributors such as: CPS, Helena Chemical, Triangle and other distributors and independent dealerships as necessary.
- Microsoft Suite of programs including, Word, Excel, PowerPoint, Outlook and Adobe
- Basic mathematic principles

**SKILLS:**

- Good oral and written communication skills
- Advanced Selling
- Strong negotiation abilities
- Effective organizational and time management skills

**ABILITIES:**

- Make sound decisions within established guidelines.
- Make public presentations.
- Maintain accurate records.
- Work independently and as a member of a team.
- Establish and maintain effective working relationships.
- Observe safety principles and work in a safe manner.
- Ability to multi-task and work in a fast paced environment
- Ability to retain large amounts of information

**EDUCATION:**

- Bachelor's degree or higher from a four year college or university.
- Applicators license or advanced Technical training in Agriculture desirable.

**EXPERIENCE:**

- Minimum of 5 years of experience managing growers in Florida.
- Knowledge of the regions high value markets.
- Relationships with key influencers within the Florida sales territory.

This is an exciting opportunity for a highly motivated, creative individual looking to work for an innovative company. AgraQuest is EOE and ADA compliant. Pre-employment drug test is required.

To apply send resume with cover letter referencing job title to: [jobs@agraquest.com](mailto:jobs@agraquest.com)

**Disclaimer**

*The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, skills and abilities required of personnel so classified.*

*(Posted on 1/31/12)*