

BECK'S SUPERIOR HYBRIDS, INC., Atlanta, Indiana

Job Description of District Sales Manager (“DSM”)

Marketing Department

Reports to the Area Team Leader

A. Purpose and Scope

This position is responsible for the promotion and marketing of products as it relates to the sales, management, distribution, collection, and servicing of accounts within an assigned district. Additionally, this position is expected to promote and support the company products at all other major company functions such as but not limited to farm shows, field shows, and customer meetings. This position is authorized to perform the steps necessary to ensure that its responsibilities are met.

B. Responsibilities

- Identify, recruit, train, and manage influential seed dealers within assigned area.
- Provide education and training to seed dealers to include selling techniques, product knowledge and placement, sales programs and deadlines, and sound agronomic practices.
- Motivate and assist dealer network to develop and grow market share.
- Organize, plan and conduct educational and informative meetings.
- Conduct service calls, and troubleshooting calls to all customers and report findings to research and management.
- Ensure all third party licensing agreements are completed for product placement and distribution.
- Manage and assist in the distribution of products to minimize returns and maintain district efficiency.
- Coordinate, manage and assist research cooperators in regional testing and report product performance to research staff for evaluation.
- Assist in the collection of accounts.
- Assist and support other district sales and support staff when requested.

- Report all district activity to the Area Team Leader on a regular basis.
- Perform other related duties as may be required by the Area Team Leader.

C. Job Requirements

1. Education and training:
 - Bachelor of Science Degree in any agricultural related field of study.
2. Technical knowledge:
 - Basic computer and current software skills.
 - Certified Crop Advisor (CCA) License within two (2) years of employment.
3. Experience:
 - Minimum of two (2) years experience in agricultural sales or related industry.