



CROP PERFORMANCE GROUP, LLC

Job Title:	Regional Sales Leader	Base Salary Variable Comp	\$120,000 to \$150,000 Additional Base Available with Increased Experience Target at 40% of base with no cap
Locations:	Two Positions Open <ul style="list-style-type: none"> ▪ South Dakota, ND, MN, Select Accounts in Iowa ▪ Missouri, Kansas, Nebraska, Southern IA 	Travel Required:	70 to 80%
Reports To:	President/VP of Business Development	Position Type:	Full-time
HR Contact:	Stephanie Graham	Date posted:	March 7, 2022

Mail:
Corporate Office – Ohio
 12 Village Point Drive
 Powell, Ohio 43065

Job Description

Overview:

Meristem Crop Performance Group, LLC (www.meristemag.com) is one of the fastest-growing specialty crop input companies in America. Meristem sources, formulates, and delivers high-quality crop inputs to farmers with the best customer experience at savings up to 30 percent. By helping farmers and local independent agribusinesses make the most of their infrastructure and intellectual property investments, the company improves productivity and removes waste in the established distribution channel. Meristem is led by a world-class team of ag professionals passionate about creating the most efficient channel to move innovative technologies to market for the benefit of the American Farmer.

The Meristem Regional Sales Leader (RSL) role is designed for a highly experienced sales and agribusiness leader with a deep understanding of agronomy and the inputs farmers use and how profits are generated from growing corn, soybeans, wheat, cotton, sugar beets and other broad acre crops. The RSL will have a sincere interest in helping farmers and go-to-market partners improve production practices and creating significant savings and/or new sources of meaningful income by actively engaging with the Meristem business platform. The RSL will have experience and a clear understanding of how to operate in a highly entrepreneurial environment committed to doubling sales annually. The RSL role includes but is not limited to the following core responsibilities:

- Aggressively execute sales activity to meet annual revenue and product mix targets through a book of customers and prospects that the RSL personally drives with a commitment to daily call activity and quarterly sales outcomes.
- Actively target, recruit and secure new Dealers aligned with company growth and profitability objectives.
- Manage and grow exiting Meristem business in the territory. Actively leverage the Meristem marketing and demand creation team to get Dealers and BLAs to improve the profitability of the product mix sold and increase targeted and productive call activity. Existing Dealers and BLA are expected to grow at a rate greater than 30% per year.

- Ensure Dealers and BLAs retain at least 96% of prior crop year business.
- Ensure that all Dealers and BLAs properly enter orders, work with Meristem Accounting to make sure all billing is accurate, ~90% of all products are paid for prior to shipment and all customers in the Territory get a best-in-class product delivery experience.

Required knowledge skills and abilities:

- Expert sales skills and supreme confidence in calling on the largest and most successful farm businesses in the US.
- Master level skills in the key agribusiness drivers effecting how frames achieve on-going success.
- Extreme drive to win.
- Expert-level skills in channel management and business administration
- Proven track-record in developing and managing talent.

Performance for this position will be rated according to the following metrics:

Metric	% of Performance Rating
Achievement of the annual revenue and profitability target in the assigned territory	80%
Achievement of the annual target for recruiting net new Dealers and BLAs	15%
Delivering best-in-class customer experience – Order management, A/R, accurate billing, delivery, etc.	5%

Education and Experience

- 15+ years’ sales experience working in the agribusiness/crop input industry with documented ability to achieve high-growth sales results.
- Existing book of business in the crop input specialty market
- B.S. in Ag business, agronomy, marketing, or related field is required.

Meristem is an equal opportunity employer.