



Job Title:	Regional Sales Leader	Base Salary Variable Comp	Experience Dependent Yes
Location(s):	Upper Midwest (Minnesota, Wisconsin)	Travel Required:	75%
Reports To:	VP of Sales: West	Position Type:	Full-time
HR Contact:	Stephanie Graham	Date posted:	Feb 11, 2025

Job Description

Overview:

Meristem® Crop Performance, Inc. helps farmers produce more bushels for less cost per bushel. Meristem is the global leader in delivering live, in-field biologicals through the patented BIO-CAPSULE™ Technology platform. Meristem significantly reduces waste and increases productivity in crop input systems through accelerated access to innovation, improved supply chain efficiency, and advanced concentrates.

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 deep experience in western US agriculture 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 --- **this is a player coach role**
- 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.
- Experience and demonstrated success in recruiting, deploying, and managing highly successful sales representatives.
- 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 region 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 coaching a managing seller(s) for success.
- Aggressive hands-on approach – willingness and excitement to call on targeted accounts and model the way to ensure targets are met.
- Master level skills in the key agribusiness drivers effecting how farmers achieve on-going success.
- Extreme drive to win.
- Expert-level skills in channel management and business administration

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 Region	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 of sales experience working in the agribusiness/crop input industry with documented ability to achieve **high-growth sales results**.
- The RSL will have at least 10 years of experience managing and coaching sellers.
- Existing book of business in the crop input specialty market
- B.S. in Ag business, agronomy, marketing, or related field is preferred.

Meristem is an equal opportunity employer.