



PLANTPRODUCTS®

Technical Sales Representative – Seed Division, Canada

Full time

Canada

Whether you're an employee or customer, our mission is to ensure you're provided with everything you need to grow. Plant Products is proud to be the distributor partner of choice for specialty horticulture growers throughout Canada and the USA.

Position Overview

This position is responsible for driving seed sales opportunities and providing support in sales, product development, and technical support across Central and Western Canada and the USA.

The role requires maintaining up-to-date knowledge of the market and ensuring effective communication with customers, suppliers, and management.

We are looking for a motivated self-starter who demonstrates strong, effective communication skills and who is proficient in organizing and interpreting trial data leading to proper product positioning recommendations.

What You'll Do

- Generate seed sales opportunities and assist with sales, product development, and technical support in the assigned regions.
- Keep management informed of any changes in market conditions, ensuring timely updates and transparency.
- Maintain and update the company's contact management system (CMS) for all assigned customers, ensuring information remains current and accurate.
- Participate in company sales meetings as required, contributing to discussions and sharing insights.
- Attend industry meetings on a regular basis to stay informed about trends and developments within the sector.
- Work in accordance with Company Mission Statement, Employee Handbook, and Procedure Manual, following all relevant guidelines and policies.
- Maintain confidentiality around Plant Products' business activities and customer related information.

Sales Responsibilities

- Assist in creating and implementing plans and initiatives aimed at increasing market share within the target regions.
- Contribute to the annual review of suggested grower prices to ensure competitiveness and accuracy.
- Help forecast seed sales to support effective seed production planning and inventory management.

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Plant Products is committed to providing an inclusive and barrier-free work environment, beginning with the hiring process. We are an Equal Opportunity Employer and welcome applications from candidates, in accordance with all relevant legislation. Plant Products provides an accessible environment in which all individuals have access in a way that respects the dignity and independence of people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Here we **grow** again

- Keep the sales staff updated on seed varieties and participate in joint visits with members of the sales team to support customer engagement.
- Collaborate with the Seeds Division Manager and work independently to identify opportunities and process orders.
- Coordinate joint customer visits, including participation from seed vendor representatives, to enhance customer relationship management.

Product Development

- Cooperate with seed vendors in the trialing and commercialization of new varieties, ensuring timely and effective evaluation processes.
- Support the Seeds Division Manager in updating the sales team via email and at meetings about trial results, commercial variety performance, and competitor activities.
- Plan and coordinate annual trials of new varieties, including confirming receipt of trial seeds and ensuring their timely delivery to all trial locations.
- Work with growers and propagators to organize seed deliveries, as well as determine sowing and planting dates for trial varieties.
- Coordinate with growers to assign trial variety locations within greenhouses.
- Communicate regularly with the seed company regarding the performance of trial materials by conducting evaluations, collecting production data, and capturing photographs as needed.
- Update the seed company on the product profiles of various crops to support marketing and sales strategies.
- Assist in the coordination of Grower Day or Demo Day events to showcase both commercial and pre-commercial varieties.
- Support the reporting of market share information for various crops to the seed company.
- Contribute to the creation of promotional literature for pre-commercial varieties to aid in marketing efforts.
- Visit growers and trial sites to promote seed varieties and gather feedback from users.
- Deliver presentations to growers to highlight new variety promotions when necessary.
- Ensure industry consultants are kept informed about new variety developments and advancements.
- Gather feedback from growers on desired improvements in variety characteristics and communicate these needs to the seed company.
- Assist in forecasting sample and commercial seed inventory requirements for the western region.

Technical Support

- Cooperate with seed vendors in the trialing and commercialization of new varieties, ensuring timely and effective evaluation processes.
- Visit crops to offer guidance and support as needed, within the scope of responsibility for each variety.
- Provide advice aimed at maximizing the performance of each variety for growers.
- Ensure that any complaints are managed appropriately, maintaining thorough documentation and communicating with the seed company regarding potential liabilities.

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- Maintain regular communication with plant propagators to discuss issues such as germination and plant quality, addressing concerns proactively.
- Organize trial tours for seed company personnel, providing current trial data including production figures, brix levels, fruit weights, sizing, and other relevant metrics.

Assets

- Growing experience or seed/horticulture experience of 5+ years preferred, but not required.
- Post-secondary education in Horticulture or Agriculture preferred, but not required.
- Located in Canada, with convenient access to a major hub airport.
- Frequent travel between Canada and the United States is required. Candidates must hold a valid passport and be eligible to travel to the United States for business purposes, with the ability to obtain and maintain any required visas or work authorization.

What We Offer

- Starting salary of \$70,000 - \$90,000 based on experience, skills, and location. Compensation will be adjusted accordingly to ensure fairness and market alignment.
- Health benefits.
- Matching RRSP of up to 8% of salary.
- Opportunities for ongoing learning and professional development to help you grow in your career.
- A collaborative and supportive work environment that encourages innovation and teamwork.
- Discretionary bonus.

This position is currently vacant.

****During the selection process, we may use AI tools to screen applicants and assist in evaluating candidate qualifications. All final hiring decisions are made by the hiring manager and recruitment team.***



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