

**NOW HIRING**

## **SALES LEAD**

### **#FARMERPOWER**

Farmobile LLC is a growing AgTech startup passionate about helping farmers to collect, share and monetize their data for real-time visibility, better insights and revenue opportunities to strengthen farm families. Farmobile brings that mission to life with a culture founded on employee empowerment, mutual respect, collaboration and fun. Led by CEO Jason Tatge, Farmobile's team is 100% committed to organizing the industry by delivering never-before-seen technology to farmers while maintaining trust and transparency with customers. The team is full of rock stars, who work "hard and smart" to solve some of agriculture's biggest challenges. It is an amazing place to work. Join us!

### **DESCRIPTION**

We are seeking a Sales Lead who has an entrepreneurial spirit and recognizes the significant growth potential of becoming part of a company that is growing and impacting digital agriculture.

The Sales Lead is a core member of the Commercial team focused on profitable revenue generation, new customer acquisition and relationship management. The successful individual will be results-oriented, aggressive and have a good understanding of the startup environment, the agriculture industry and related technology.

### **RESPONSIBILITIES**

- Develop sales and business development plan for assigned territory and/or account targets
- Promote and adhere to a strong sense of urgency for reaching objectives and key results
- Lead sales business meetings, conduct presentations, and act as one of Farmobile's leading evangelists
- Introduce the company's story, product and service solutions to prospective and existing accounts
- Identify, structure, negotiate and close deals
- Work with the Customer Success team to maintain strong relations, renew successful partnerships and optimize subscription sales through a robust onboarding and training program
- Research and identify unrealized business segment opportunities that are scalable and profitable
- Understand industry technology systems and shifts and provide creative feedback and potential solutions back to the product and technical development teams (case studies)
- Collaborate with Product Management and Marketing teams to develop current and new product positioning and messaging that resonates with targeted accounts and growers
- Maintain a high level of energy and activity
- Document and manage all sales and business development activities
- Ability to accept and embrace change within fast-paced business environment

## REQUIREMENTS & QUALIFICATIONS

- Motivated, results oriented, self-starter with 5+ years of experience in production agriculture and technology
- Proven track record and experience in sales, business development and/or relationship management
- Strong set of relationships and understanding of the agricultural cooperative system, precision ag / data management, large farming operations and/or OEMs
- Deep understanding of value drivers and ability to inspire others
- Superior sales skills (cold calling, lead generation, business development, etc.)
- Strong direct and channel sales skills
- Able to think creatively and strategically and have a proven track record in aligning and driving deals to successful completion
- Experience in the full sales cycle including closing
- Strong presentation, negotiation and selling skills
- Ability to manage influence through persuasion, negotiation, and consensus building
- Ability to work independently from home
- Open to travel 50% of the time
- Excellent verbal, written and presentation ability

## BENEFITS

- Be a key member of the Commercial team in a startup company that is laying the foundation for the future of data management and digital agriculture
- Have the opportunity to take immediate action and have a significant impact on the success of the company
- Work in a transparent, entrepreneurial environment where you can feel respected
- Work for a company that expects you to challenge the status quo and think creatively
- Eligible for Farmobile's retirement savings plan and group health plans, including medical, dental, vision and other voluntary benefits

## APPLY

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