



Position Title: California Area Sales Manager

Reports To: National Sales Manager

Location: USA – Home Office, California

Date: September 23rd, 2021

Position Summary:

1. Business Planning - Develop and execute distribution and retail business plans including sales forecasts and new market opportunities. Meet the needs of our retail customers, enabling them to exceed revenue expectations with our product portfolio.
2. Ag Distributor and Retail Sales Management - Develop the necessary relationships and business influence with distributor and retail accounts, COI partners and key growers to achieve Vive's sales & business objectives for the territory.
3. Market Expansion - Co-develop and execute new crop protection programs and ideas within key crops of TNV, vegetables, corn, alfalfa and others, which enable Vive's FC product portfolio to grow and be differentiated vs. competitors.

Key Success Factors:

- Expand Vive market adoption and awareness
- Utilize a flexible approach to implementing deliverables
- Bring a problem-solving attitude with strong analytical skills to the role
- Be an Independent team member with a can-do attitude and who is a self-starter
- Can travel primarily within the sales region and as needed across the US and Canada

Interacts with:

- Internally – US Sales Team, Marketing & Communications, Product Development
- Externally – Agricultural distributors and personnel, Agricultural Retailers and personnel and Key Growers throughout sales territory

Specific Duties & Responsibilities:

- Ensures that Vive's FC portfolio sales objectives are achieved in the US – California region.
- Works to expand Vive's market position, sales and relationship with existing and new retail and grower accounts within the region.
- Develops and executes sales strategies and business plans which support the joint business needs of our customers and Vive Crop Protection.
- Establishes productive and professional relationships with key personnel in assigned customer accounts.
- Uses creativity, market knowledge and business knowledge to provide innovative ideas for business growth.
- Works closely with the Sales and Marketing team to support the "voice of the customer."
- Works closely with all departments in Vive in supporting our overall culture and business growth.

Knowledge & Skills:

1. Education and experience required:
 - Bachelors' degree or higher



- 5 years or more experience in field sales in agriculture
- Valid drivers' license and good driving record; valid passport
- Sound agronomic understanding of crop protection products and their use
- Experience in the liquid fertilizer market a plus
- Experience with managing and calling on ag distributors, ag retailers & key growers
- Experience in establishing deep and meaningful relationships with customer base
- Excellent communication and presentation skills
- Effective in small team settings driving collaborative approaches
- Experience launching new products and/or technologies into the ag marketplace

2. Key Attributes

- You have an excellent understanding of the agricultural marketplace within the state of California of the United States, excellent understanding of respective crops grown within the region and have experience in agricultural sales.
- You have the ability, to influence and build relationships with customers; growers, retailers, and distributors, to purchase innovative agricultural crop protection products.
- You are a self-driven individual who is passionate about winning and representing a unique and novel product line in a highly competitive agricultural marketplace.

3. Key Competencies

- We are grower focused –
 - You will serve as one of the key representatives of Vive Crop Protection products across California. Your ability to influence and sell distributors and retailers on the features and benefits of Vive products is key to our success
- We succeed through collective genius –
 - You will be part of the North American Sales team, that covers the entire US Marketplace and interacts frequently with the Marketing team members throughout North America to achieve our annual and strategic targets.
- We are passionate about building something real –
 - As a Regional Sales Manager you will be on the front line selling and interacting with our customer base and helping Vive to build out and grow our organization.
- We are confident & adaptive owners –
 - As a core member of the Sales Team, the Sales Manager, California will play an integral part in the company's success.
- We are precise, data-driven, and science-based –
 - We deliver state of the art, nano-based crop protection products, that have a 97% satisfaction rating, three years in a row.

Work Environment:

- Home office based
- Travel within sales region via vehicle or plane to call on customer base
- Reports to the National Sales Manager as part of the North American Sales Team