



JOB DESCRIPTION

Job Title Area Product Manager **Reports To** Brad Lauber, Lauber Seed Farms

Overall Purpose of Position:

As Area Product Manager for Fillmore and Thayer counties in Nebraska, this person will be the lead contact for customers and will actively call on farmers in these counties to earn their seed business. In addition to selling responsibilities, this position will evaluate commercial and pre-commercial products and convey the best products for the area to the Seitec Genetics management team.

Principle Duties and Responsibilities:

1. **Make regular contact with customers/prospects to assist them with product and agronomic information that will help them in their farming business and build a strong business relationship.**

Percent of Total Time: 50%

2. **Build product proposals that fit each customer/prospect needs based on previous meetings and follow-up with them to get orders and payments.**

Percent of Total Time: 25%

3. **Evaluate hybrids and varieties in area LEAP plots and other test plots to best understand strengths and weaknesses in order to build the best product line-up possible for area customers.**

Percent of Total Time: 10%

4. **Check in regularly with management to give updates and plan next steps.**

Percent of Total Time: 5%

5. **Other activities as necessary to keep the business moving forward.**

Percent of Total Time: 10%

Knowledge, Skills and Abilities Required:

1. Good communication skills and interpersonal relationship skills to be used with customers and fellow employees
2. Strong work ethic and good prioritization skills
3. Good agronomic skills to help customers with questions

- 4. Ability to make product recommendations that instills confidence with customers
- 5. Good computer skills including Microsoft Word and Excel

The statements contained herein are intended to describe the general content and requirements of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

Signature _____ **Date** _____
(Employee)

Approved _____ **Title** _____