



## JOB DESCRIPTION

**Job Title**    Area Product Manager                      **Reports To**            Dennis Hoppe, Director of Sales and Marketing

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### **Overall Purpose of Position:**

As Area Product Manager stationed out of McCook, this person will be a customer contact for area customers and actively call on farmers in southwest Nebraska and northwest Kansas to earn their seed business. In addition to selling responsibilities, this position is involved in testing products to find the best products for customers in High Plains field environments.

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### **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: 25%
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. **Paired with a second Area Product Manager out of McCook, jointly manage the LEAP location testing activities in the High Plains area. This includes working with farmers to plan locations and follow through on the planting, taking ratings, and harvesting of the testing locations with state of art testing equipment.**  
  
Percent of Total Time: 25%
4. **Evaluate hybrids and varieties in High Plains LEAP plots to best understand strengths and weaknesses in order to build the best product line-up possible for High Plains customers.**  
  
Percent of Total Time: 10%
5. **Check in regularly with the Director of Sales and Marketing to give updates and plan next steps.**  
  
Percent of Total Time: 5%
6. **Other activities as necessary to keep the business moving forward.**  
  
Percent of Total Time: 10%

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**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
6. Ability to operate farm equipment
7. Ability to safely move farm equipment
8. Class A CDL

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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.

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**Signature** \_\_\_\_\_

(Employee)

**Date** \_\_\_\_\_**Approved** \_\_\_\_\_**Title** \_\_\_\_\_