



January 2022

Job Summary

The Enterprise Sales Executive will have responsibility for consultative software and service sales and technical leadership representing CropTrak and our technologies to communicate the value of CropTrak solutions to current and prospective customers. The role also requires researching and making recommendations for potential product enhancements or modifications to increase sales.

Essential Functions

- Responsible for selling CropTrak's range of SaaS software products and consulting services in a competitive enterprise environment.
- Manage customer base as assigned and developed to meet or exceed sales, financial, and operating targets.
- Achieve the revenue objectives as agreed upon with their manager.
- Maintain timely updates in the Salesforce CRM database on all customers and prospects, including account planning and activity.
- Leverage the CropTrak sales process to create differentiated customer experiences.
- Prepare presentations, proposals, and sales contracts.
- Engage the support of sales engineering, customer service, administrative, financial, and educational backup teams as required.
- Participate in the planning and execution of marketing programs designed to promote the company's activities.
- Recommend solutions to problems involved in preparing account contracts and negotiations with customers.
- Provide liaison role between customers and the company by ensuring prompt and efficient processing of customer correspondence, requests, and orders.
- Other duties as assigned by manager.

Qualifications

- Bachelor's or Master's degree in business or ag related field.
- At least ten (10) years' experience in technology-related sales and a clear understanding of business decision-making economics and practices.
- Proficient in the use of mobile and desktop business applications.
- Desire to lead sales effort with major global companies.
- Strong spoken and written communication skills.
- Ability and desire to work in a fast-paced, dynamic agriculture-based environment.
- Computer proficiency in Office products, specifically Excel and PowerPoint.
- Spanish and other language skills – desired.



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Competencies

- Customer Servitude
- Consultative sales capability
- Willingness to work within a team environment
- Problem Solving/Analysis
- Time Management
- Communication Proficiency
- Ethical Conduct

Travel

- Willingness and ability to travel extensively as needed (30% average)

Please forward your CV and details to Lon@CropTrak.com