

## POSITION REQUIREMENT DESCRIPTION FOR THE POSITION OF: FARM FIT PLANNER



**Our Mission:** To increase customer profitability by providing industry leading seed products and quality standards combined with grower specific crop planning and service.

### **Our Core Values:**

- Selfless – Helping others with a servant’s heart even when the situation doesn’t benefit me personally.
- Passionate – Enthusiastic attitude towards life and strong belief in what we stand for in our company.
- Innovative – Continually identifying and implementing ways to improve all functions of our business.
- Reliable – A person that a team can trust to do what is needed at ALL times.
- Joyful – Bringing a spirit of energy and happiness to work every day.

**Expectations. Be accountable, Be likeable and Work Hard.** At Big Cob Hybrids we hold everyone accountable to complete his or her job at the highest level. We are seeking self-motivated, highly productive individuals to share our vision and passion for the seed industry and the customers we serve. We need individuals who realize it takes hard work and team unity to accomplish great things. If that’s not you, it’s OKAY! If it is, you. We need you, and we want you!

**Key Review Areas** - Key Review Areas (KRA) are the things that are the most vital to being successful at this position. The KRA are also the non-negotiable criteria against which your performance will be reviewed and measured. Although there will be other responsibilities and tasks, these KRA must be done at a very high level for you, and Big Cob to be successful.

1. Sales Goal Achievement.
2. Farm Fit Planning.

**Responsibilities:** The following is a short, but important, list of responsibilities that a person on this role must be ready to fulfill. Most, if not all, of these responsibilities are essential pieces of the KRA’s. Accomplishing these things at a high level ensures that the KRA are being met at a high level as well.

- Develop a network of Big Cob Hybrids customers by using daily call planning and lead generation to hit sales targets.
- Work directly with customers, prospects and the Director of Sales to create and develop corn and soybean Farm-Fit plans as needed.
- Learn and develop an understanding of all seed products including corn, soybeans and seed treatments.

### **Qualifications:**

- Strong interpersonal skills and **ability to develop solid working relationships.**
- Strong writing, communication, and **customer service skills.**
- Working **knowledge of the agricultural industry** is preferred.