



CFC Farm & Home Center Field Sales Representative Job Profile

Job Mission

To market and sell CFC products and services to with a focus on sales growth and retention consistent with CFC vision.

Key Accountabilities

Key Accountability: Account Sales and Management – Wt./Time 50%

- Manage territory through organized and deliberate scheduling. By following agreed behavior plan.
- Maintain a group core accounts as well as service other accounts in the territory.
- Visit each core at least once a month face to face.
- Maintain a file on each customer.
- Sell CFC products and services through analyzing customer needs.
- Inform customers of new programs, products, and techniques available through CFC.
- Build Trust with customers through developing reliability, credibility and follow-up.
- Communicate credit and account information.
- Garner new business. Make agreed number of prospecting calls per week.
- Complete forms for account set up and seed licenses.
- Convey customer concerns and complaints to appropriate staff.

Key Accountability: Communication – Wt./Time 25%

- Clearly convey orders and delivery instructions to stores, feed mill, and fertilizer plant.
- Inform Store Managers of account credit information.
- Share, collaborate and act as a team player.
- Provide insight on competition and new products to the Director of Nutrition, Sales, and Marketing.

Key Accountability: Training and Professional Growth – Wt./Time 15%

- Attend seminars and meetings to stay abreast of new products, developments, and techniques.
- Assist with training other CFC employees as directed by supervisor.
- Attain industry certifications as required by state and federal agencies as well as others determined by supervisor.
- Maintain certifications through continuing education credits.

Key Accountability: Public Relations and Marketing – Wt./Time 5%

- Represent CFC at various tradeshow.
- Participate in various community and civic functions representing CFC.

CFC Farm & Home Center
15172 Brandy Rd
Culpeper, VA 22701



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- Attend various youth 4-H and FFA events.

Key Accountability: Accountability = Wt./Time 5%

- Work with Director of Nutrition, Sales, and Marketing to set sales goals.
- Track sales behaviors and activities.
- Communicate with various CFC divisions for product/service delivery.
- Maintain and keep your company vehicle in good condition.

Key Accountability: Other

- It is expected to represent CFC in a positive, professional manner at all times.
- Adhere to all company policies.
- Additional duties as assigned.

Department: Management Staff

Supervisor: Director of Nutrition, Sales & Marketing

Salary Grade: E003

Experience Required:

- Minimum Associate's Degree in Agriculture
- Minimum 3 Years Agribusiness Experience and/or Training through the CFC.
- Proficiency with PowerPoint, Excel, Word, Adobe, and other basic computer programs.
- Must be able to attain Commercial Pesticide certification with 1A classification within one year in position.