



JOB DESCRIPTION

Columbia Seeds LLC
130 NW Hickory Street
Albany, Oregon 97231
541.791.7631
sharer@columbiaseeds.com

TITLE: Sales Manager

1. PRIMARY PURPOSE –

We are seeking a results-driven professional to lead sales activities across North America. This role involves providing technical expertise and market insights to support customer success through trust-driven service. The ideal candidate will identify market opportunities, build strong client relationships, and drive revenue growth. This position requires travel to engage with customers, assess their needs, and expand the company's market presence.

Please note: this job description is not intended to cover all activities, duties, or responsibilities required of the employee. These may change at any time with or without notice.

2. ESSENTIAL DUTIES AND RESPONSIBILITIES –

- Advise, inform and educate customers and promote sales of Columbia Seeds products.
- Develop and implement sales strategies based on current market conditions and customer needs.
- Analyze potential new products and evaluate market opportunities for these offers.
- Represent Columbia Seeds LLC in a positive and professional manner.
- Uphold the company's image and reputation through ethical business practices and comply with the company's quality procedures.
- Prepare customer estimates and secure sales at price levels that align with budgeted company goals.
- Establish new customers through market /channel knowledge, current relationships, referrals, cold calling, and other methods
- Meet or exceed established sales and margin quotas and targets
- Support relationships and the needs of existing customers by collaboration with current sales staff
- Identify areas of business improvement and assist in implementing solutions.
- Maintain accurate sales forecasts, data gathering and reports for managers.
- Provide regular updates to management regarding sales activities, progress, and challenges.



- Establish and maintain strong relationships with vendors and growers to ensure access to the best products and profitability.
- Conduct post-sale follow-ups as needed or directed by the manager, coordinating with team members.
- Participate in management meetings and contribute to sales improvement initiative and assigned action items.
- Conduct regular customer follow-up to ensure satisfaction and ongoing engagement.

3. OTHER DUTIES AND RESPONSIBILITIES –

- Foster a collaborative, team-oriented culture.
- Maintain punctuality and preparedness for work and meetings.
- Respond promptly to customer inquiries and needs.
- Communicate progress and changes effectively to management.
- Follow instructions and respond positively to management direction.
- Demonstrate accuracy, thoroughness, and adaptability in the work environment.
- Maintain a professional and positive attitude.
- Adhere to company policies and procedures.
- Utilize company resources efficiently to maximize value.
- Maintain a valid driver's license for customer visits.
- Follow safety and security procedures, ensuring proper use of equipment and materials.
- Promote teamwork across departments and within the company.

4. MINIMUM QUALIFICATIONS AND EXPERIENCE –

- Three to five years of sales experience with a strong customer service background, or a bachelor's degree in horticulture, agricultural science, or a related field. A comparable combination of education and experience may be considered.
- Proficiency in Microsoft Office and experience with accounting systems.
- Strong communication, negotiation, and relationship-building skills.
- This role requires the ability to travel to meet business and customer needs, with an estimated annual travel commitment of 20-30%.