



Agronomic Relationship Manager – North Central Valley, CA

Netafim USA is the largest subsidiary of the global irrigation, agronomy, and automation leader Netafim Ltd. Our business purpose is to “Help the world grow more with less”. The world’s need for food is growing quickly and yet our global resources are limited. Netafim provides agricultural solutions that enable the world to grow more food, using less water, in a more sustainable way. We are a purpose driven company that was founded by farmers, for farmers. As a subsidiary of a global company our people come from all over the world. They share values such as mutual cooperation, loyalty, dedication, and team support. Our employees work closely with our customers and are committed to providing quality service to everyone we interact and do business with. Our US headquarters and manufacturing facilities are located in Fresno, CA. We employ approximately 270 team members throughout the US and over 5,000 team members globally. You can learn more about our company and the Netafim experience at the following link <https://youtu.be/1UzignHCkmM>

Strategic Value of the Role

- Enhancing the experience of both dealer and grower users of our products
- Key to impacting the customer experience with growers and other key influencers in the marketplace
- Working with growers to find solutions for their farms with our products
- A key pillar to long-term strategy

What makes a great ARM?

- Knowledge of agricultural production practices/processes
- Partnering/Networking
- Knowledge of business processes/practices
- Think like a grower
- Consultative approach/Soft selling
- Expert on the ecosystem and economy of the grower

Career Path

- Dealer relationship manager
- Crop Segment Leader
- Product Manager

Why consider this role?

If you enjoy working with/supporting farmers and being a part of their education/continuous improvement in on-farm efficiency this position is for you!



Responsibilities

- **Customer Focus:** develop customer loyalty; preventing customer attrition; ensuring accounts provide strong references, generating repeat business; application to retention program design; serve as a leading customer advocate and instill the voice of the customer down through the organization.
- **New Grower Acquisition:** finding new partner candidates; developing relationships with potential partners; persuading partner prospects regarding partner programs; actively researching potential partners, markets and opportunities; identifying new partner prospects; maintaining list of potential partners; establishing connections with executives at prospective partners; leveraging partner references; acquiring new partners.
- **Leveraging Marketing Programs:** leveraging corporate marketing programs to grow partner sales; introducing marketing collateral into demand generation programs; presenting marketing materials to partners to support sales campaigns; utilizing all forms of marketing media; collaborating with partners to build on joint marketing efforts; brainstorming with marketing and partners to create relevant content; assisting marketing with relevant ideas from the field; understanding where/how buyers do solution research.
- **Lead Management:** converting qualified leads provided by Marketing into Channel Sales Opportunities; meeting lead follow-up timeframes; returning to nurture those leads that don't meet BANT criteria; qualifying leads both internally and with Channel partners where needed; handling lead volume; using digital body language and other communications cues to start sales campaigns; optimizing lead creation, lead management, and lead conversion; utilizing marketing automation and social networking tools to stimulate demand; leveraging Marketing-produced personas and other segmentation work.
- **Learn New Products:** demonstrating understanding of new products and solutions; presenting new products to partners and their customers as needed; integrating new product solutions into existing campaigns; upselling; generating interest in new products; attaining partner understanding of new solutions and products.

Competencies

- **Independence:** working without guidance; taking initiative; contributing ideas and suggestions; developing plans of action; setting individual goals and priorities; working remotely; producing sales results when not actively managed.
- **Persuasion:** using language and other communication skills to influence business partners and customers; convincing peers of the merits of their point of view; managing up; presenting to general audiences, industry thought leaders, and business partners; presenting company value proposition and solution business cases.
- **Assertiveness:** showing initiative; exploiting openings in sales campaigns with partners; asking difficult questions; getting channel manager agenda items to be adopted as partner priorities; leading groups; sharing strong opinions with peers and managers.
- **Oral Communication:** demonstrating oratorical skills in front of large audiences; presenting company solutions to executive audiences using formal slideware; maintaining attention



and audience engagement when presenting data-rich content; speaking to individuals and groups; presenting material with minimal preparation time.

- **Tenacity:** sticking to a plan; avoiding distractions; establishing reputation for being tenacious; thinking creatively to avoid obstacles; overcoming adversity; managing goals; maintaining focus on core values and mission.

Requirements

- Demonstrated ability to link corporate strategic goals to the customer facing solutions.
- Strong collaboration skills and ability to work alongside multiple team members.
- Extensive travel required.
- Bachelor's degree or equivalent work experience.
- Valid CA driver's license required
- Reside within or near North Central Valley, CA

Physical

- Must be able to lift products up to 60 lbs. (not on a continuous basis) in and out of vehicle
- Must be able to load and unload boxes of literature and/or marketing materials
- Must be able to travel within the US and Canada; Occasional international travel may be required