



Horticultural Technical Sales Manager

OMEX Agriculture Ltd
(Specialties - Horticulture)



Job Title	Horticultural Technical Sales Manager		
Department/Group	OMEX Agriculture Ltd (Specialties - Horticulture)		
Location	England		
Level/Salary Range	Competitive, enquire Within	Position Type	Permanent
HR Contact	Ally Edwards	Date Posted	11 th January 2024

Applications Accepted By:

Email: careers@omex.com
For the attention of Ally Edwards

Closing Date: 28th February 2024
Interviews scheduled: ASAP

Job Profile

The Company

OMEX is the market leader in liquid fertilisers in the UK, manufacturing and exporting a unique range of plant nutrients and crop health promoters, nationally & internationally. OMEX is an innovative and exciting place to work, and offer a number of employee benefits.

Role & Responsibilities

This is a technical sales role. To maximize the sales of OMEX horticultural foliar and speciality fertilisers by providing technical solutions to customers' needs, by building strong relationships with existing customers and building business with new customers within the ornamental, protected edible, fruit and wider horticultural markets.

Key Tasks

- To achieve annual revenue and gross profit targets as agreed. To do so by selling to large and influential growers based on sound and appropriate technical advice. Principle focus will be on soft and top fruit, ornamentals, protected edibles and protected vegetables/leafy salads but will also include vines, flowers and bulb crops.
- Develop close working relationships with distributor and independent agronomists. Support them on farm if required. Influence their decision-making process to promote OMEX product range where technically appropriate.
- Work closely with the rest of the speciality team to deliver the company's strategic objectives for the product group. Also, liaise effectively with the Company's Agricultural Sales Managers, Distribution and Credit Control personnel, helping to ensure the achievement of customer requirements.
- To prepare, agree and implement a coherent sales plan that will achieve sales growth and deliver exceptional customer service.
- Promote OMEX and the product range to be at the forefront of crop nutrition technology, thereby enhancing the status of the company within the marketplace.
- Develop technical expertise in your particular crop sector. Develop technical expertise in particular product groups (e.g. growing in PFC).



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Key Tasks continued...

- Support the Research & Development Manager to develop new market opportunities for OMEX products based on sound technical evidence, including facilitating grower product performance trials.
- To provide authoritative technical training, advise and support for distributor customers and independent agronomists as and when required.
- To help provide the highest standards of customer and after sales service.
- To attend conferences and exhibitions as appropriate.
- To represent OMEX Horticulture in a highly professional manner always

Personal Requirements

- The successful candidate is likely to be experienced in advising and selling to the horticultural sector, adding value to product sales through providing technical advice directly to the farmer/grower.
- Experience of advising and selling to growers is essential.
- Experience of advising and selling agrochemicals and / or crop nutrition would be of benefit.
- The skill set to generate new business is essential.
- The candidate will ideally have at least three years, field sales experience within their relevant geographic territory.

Education

- An Agricultural qualification is essential
- FACTS Horticulture qualification is essential, BASIS Horticulture would be advantageous

Personal Skills

- Personal integrity with resilience, tenacity and a mature attitude
- Working from home requires a self-reliant, disciplined and highly self-motivated approach
- Planning skills and effective time management are paramount.
- Have the stature, technical authority, and interpersonal skills to develop strong working relationships, with customers and colleagues.
- With a "hunting instinct", the candidate should have a sharp commercial awareness and good negotiation skills.
- Working to agreed sales targets is essential.
- Requirement of holding a current, clean driving licence.

Benefits

OMEX offer a range of employee benefits from global opportunities to additional support to ensure our people get the most out of Growing With OMEX. Employees benefit from an excellent remuneration package, including a Contributory Pension Scheme and contributory health care scheme, All employees are entitled to a daily lunch provision scheme. The successful candidate will be provided with a suitable company vehicle and IT equipment to perform the role.



Want to know more about this role?

Speak to **OMEX** HR Manager

Ally Edwards

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