



AGRICULTURAL
BUSINESS

Sales Representative

A Sales Representative is responsible for an assigned territory and product they must market to agricultural suppliers, dealers or producers.



Inspiring Minds to Grow


Funded by the Department of Commerce and Economic Opportunity


career profile

*Name: Aaron Stephenson
Job Title: Ag Business:
Sales Representative*


Employer: John Deere

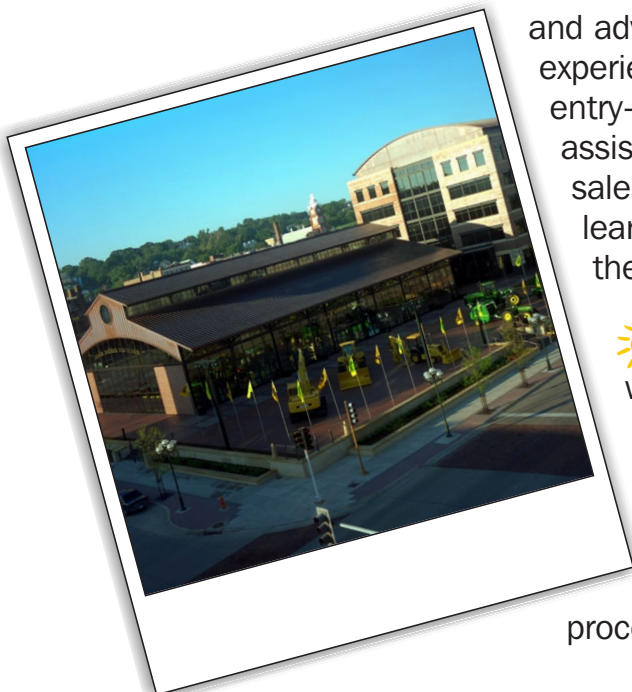
*Education: BS in Agricultural Education,
University of Illinois: Champaign-Urbana*

 I work with a very successful sales team for John Deere. While in high school, I was very active in all aspects of agricultural education. I enjoyed my high school experiences so much that I majored in agriculture business in college. It was the exposure to companies like John Deere that helped me realize there is more to agriculture than I ever imagined. After two college internships with John Deere, I had an opportunity to pursue a full-time job upon graduation.

 The position I currently hold allows me to serve as the first point of contact for 37 John Deere dealer groups. They contact me with any concerns about the sales process. I assist dealers in managing inventory, sales incentives,

and related marketing and advertising functions. Prior experience from internships and an entry-level position in factory marketing have greatly assisted in the transition to my current role. Within this sales role, I am able to apply the product knowledge I learned from the factory setting to better assist with the sales process.

 One of the best opportunities I have is working with great people every day. Being able to communicate effectively with my team and customers is essential. I travel both domestically and internationally. Within this job, each day brings new challenges and opportunities. I truly enjoy working with people to make the sales process as easy as possible for the sales professional.



Ag Business: Sales Representative

overview



A **sales representative**, supported by territory managers, markets assigned agricultural products to appropriate customers.

suggested high school courses



[Introduction to the Agricultural Industry](#), [Agricultural Sales and Marketing](#), [Agricultural Business Management](#), [Plant Science](#), [Mathematics](#), and [Economics](#)

experience needed



Seek an internship while in school and/or job shadowing to gain practical experience. Participate in agriculture sales career development events. Plan and implement a related Supervised Agricultural Experience (SAE) Program.

degree(s) required



A bachelor's degree with emphasis in agriculture business or an agriculture major relating to the sales product is required. Other possible majors are agronomy, animal science, horticulture, and mechanics.

potential employers



Archer Daniels Midland Company (ADM), Cargill, John Deere, Case New Holland (CNH), Monsanto

salary range



\$58,800 to \$61,410

employment outlook and trends



With a growth in agriculture products, the future outlook for sales representatives is predicted to be **excellent**.

professional organizations



Illinois Agribusiness Council www.agribusinesscouncil.org/illinois.htm
The National Agri-Marketing Association www.nama.org/



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