



Agronomy Sales & Management

An Agronomy Sales person is responsible for providing agronomic product support and advice in order to sell products to customers in both retail and wholesale establishments. In a management role, this person would not only be responsible for area or regional sales, but also responsible for training new staff members.



Inspiring Minds to Grow

Funded by the Department of Commerce and Economic Opportunity

career profile

Name: Jason Ratcliff
Job Title: Agronomy Sales
and Management

Employer: Johnson Fertilizer and Seed

Education: BS, The Ohio State University: Columbus

 My friends and family call me a born salesman. I like people, and I enjoy the concepts of trading and selling. In high school, I worked for a retail farm supply company. I maintained a sales SAE and was a regional winner in our state competition. I went to college with agriculture sales in mind and took classes that helped me reach my goal.

 Once in the “real world,” I quickly learned that there were a lot of different aspects to agriculture sales. My company has an excellent training program, and it helped me get off to a good start. My main responsibility is to market agronomic products and services, such as fertilizer, chemicals, and seed, to farmers. In the process, I give farmers advice on product

selection and on practices regarding crop husbandry and crop rotation. I assist farmers with decisions regarding short- and long-term crop production activities that are within budget. I work on regional agronomic marketing plans that support company sales goals. I also coordinate marketing activities, including field days, farmer meetings, demonstration trials, and trial sites. I assist with analyzing and reporting results from the trials and explaining them to farmers.

 Over the years I’ve developed and maintained close customer relations. The trust that I’ve cultivated is something that I find rewarding. Working with people is definitely the best part of my job.



Agronomy Sales and Management

overview



An **agronomy salesperson** is responsible for the sales of agronomic products, while a **sales manager** is responsible for regional sales and for training sales staff.

suggested high school courses



agribusiness, plant science, mathematics, chemistry, biology, and language arts

experience needed



Seek job placement opportunities while attending school. Plan and implement a related Supervised Agricultural Experience (SAE) Program.

degree(s) required



A bachelor's degree in agriculture business, agronomy, crop science, soil science, horticulture, or a related field is required.

potential employers



cooperatives, crop protection companies, seed companies

salary range



\$45,000 to \$85,744

employment outlook and trends



The outlook for agronomy sales and management positions is **good**.

professional organizations



American Society of Agronomy www.agronomy.org/
Crop Science Society of America www.crops.org/



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