

Job Title: Technical Sales Representative - Horticulture

Location: Delta or Chilliwack, British Columbia

Reports To: General Manager

Job Type: Full-time

Job Overview

The Technical Sales Representative – Horticulture is responsible for developing and maintaining strong relationships with growers, distributors, and agribusiness partners to promote and sell the company's agricultural products and services. This role focuses on understanding grower needs, providing solutions that enhance productivity and sustainability, and driving revenue growth across assigned territories.

Responsibilities and Duties

- Develop and execute territory sales strategies to meet or exceed targets.
- Build and maintain long-term relationships with growers, dealers, distributors, and industry partners.
- Promote and sell agricultural products (e.g., crop inputs, fertilizers, soil amendments, seed, or other company offerings).
- Provide technical product knowledge and agronomic support to help growers optimize yields and improve soil and crop health.
- Conduct farm visits, field demonstrations, and training sessions with growers and distributors.
- Collaborate with agronomists, technical representatives, and internal teams to deliver comprehensive customer solutions.
- Track market trends, competitor activities, and customer insights to identify new opportunities.
- Prepare and deliver accurate sales forecasts, pipeline reports, and account plans.
- Represent the company at agricultural trade shows, grower meetings, and industry events.
- Act as a brand ambassador, promoting sustainable and innovative agricultural practices.

Skills and Qualifications

- Diploma or degree in Horticulture, Agriculture, Agribusiness, or related field (preferred).
- 2–5 years of proven experience in agricultural sales, agronomy, or related roles.
- Language Skills: Proficiency in Punjabi (oral and written) is considered an asset.
- Strong knowledge of crop production, soil health, and agricultural inputs.
- Demonstrated ability to meet or exceed sales targets in a B2C or agricultural setting.
- Excellent communication, presentation, and negotiation skills.
- Ability to build trusted relationships with growers and industry partners.
- Strong organizational and time-management skills with the ability to work independently.
- Proficiency in CRM systems and Microsoft Office Suite.
- Willingness to travel frequently within assigned territory (including rural/remote areas).
- Certified Crop Advisor (CCA), Professional Agrologist (P.Ag), Articling Agrologist (A.Ag), L.LAg designation is preferred or required to be registered with BCIA within 3 months from the date of employment.

Working Conditions

- Combination of office-based work, on-farm visits, and travel to trade shows or industry events.
- Frequent travel within rural and agricultural communities, especially during the growing season.
- Seasonal flexibility required (extended hours may be necessary during planting and harvest periods).

Please submit your resume and cover letter to Mohammed Rehan at mrehan@vivigro.com

Applicants must have current work authorization in Canada as sponsorship is not available for this position.