

Sr. Sales Lead

We're looking for someone to lead the sales & business development efforts for Farmwave.

Who We Are

We're an extremely sought-after team of visionaries, engineers, designers, and strategists working to put our advanced AI technology to practical use.

Starting as an internal project, Farmwave spun-off from a previous company and grew into one of the most pioneering startups in agtech. Our impact and reach has literally been global as our early tech has been introduced to Prime Ministers and Presidents of countries as well as farmers in Europe, South America, Africa, and the Middle East.

Now, it's time to write the next chapter of Farmwave. While a few have tried to tackle sales for this company in the past, it's been difficult. We have been on the forefront of cutting edge innovation. At times, being too early can be confused with being wrong.

The right candidate will be comfortable with trying applying tried-and-true sales and business development practices in a field with plenty of ambiguity.

Core Values

We have three core values:

- **Clear Communication:** The key to success in battle is effective communications. We are not afraid to spark and shepherd deeper discussions that result in purposeful execution.
- **Transparency:** We are transparent in what we say and do with each other, our clients, partners, and industry peers about our products and services and the value they add.
- **Clients:** We care enough about our clients that we aren't afraid to tell them the unvarnished truth. They deserve the truth from us- especially in a field where hype is more plentiful than real results.

Job Description

Serious Skills.

First and foremost, you have a flair for communicating. Emails, conversations, phone calls, and in-person meetings are the forefront of identifying customers and prospects. Experience in the agriculture sector is a must. A solid understanding of how farmers work, how they adopt and

implement technology, and realize value is critical. You're an exceptional notetaker and the details are as important as morning coffee.

Attitude. You are fearless. You eat challenges for breakfast and ask for seconds. You take ownership and seize the initiative, constantly on the lookout for more value for our customers and supporting them. A lost sale does not discourage but further motivates you.

Team. You'll work hand-in-hand with our Founder and CEO Craig, and together you'll find the right channels and methods to tell others about the story of Farmwave.

Who You Are

We're looking for someone who is not afraid of a challenge. In direct alignment with our CEO, this role will help to **tell the story** of Farmwave. We've tee'd up what Farmwave is and we've ironed out the details. Now it's time to expose it to the world and bring that value to farmers and their dealers.

You need to be able to walk the walk and talk the talk. Our customers wear work boots and they can smell BS from a mile away. This position provides the opportunity to see the world and work in an industry that is growing at an incredible rate with no signs of slowing down. From boots in the field to presentations in front of large groups of potential customers, this position requires someone who is high energy, self-motivated and passionate about cool tech that provides real value to customers. If you are interested in joining our growing team, we look forward to hearing from you.

Requirements

- **Excellent writing skills.** You know the difference between gerunds and infinitives and know why the Oxford comma is mandatory- and you know how to wield each effectively.
- **Proven skills in public speaking and presenting.** Story-telling is second nature to you, and you are comfortable navigating different channels, from the written word to podcasts to video.
- **Autonomy & Responsibility.** This position goes beyond *coming up with the ideas*. Execution is as much a part of the role. As stated, this position starts with just you.
- **Embrace global travel.** We have customers (and potential customers) all over the world, so we may need to visit them in person up to 50% of the time. This is an excellent opportunity for videos, photos, and b-roll. This comes with a lot of initial planning and is not often last minute.
- **Initiative.** You must be a self-starter and have excellent organization and communication skills. We are a highly capable remote team.
- **Sales Development**
 - Develop existing customer relationships
 - Develop new customer relationships
 - Prepare presentations and product demonstrations
 - Formulate and execute strategy for product installations
 - Participate in trade shows around the world
 - Build customer engagement strategy
- **Sales Engineering**
 - Develop data collection for new crop models to enrich and empower our engineering

- team with customer insights
- Forge strong internal relationships
- Clearly translate business needs to developers, engineers and data scientists.
- 1-3 years of direct customer sales experience
- Strong work ethic, self-motivated, laser-focused on goals
- Agriculture background a must
- Understanding of sophisticated tech is a plus
- Understanding of agriculture machinery is a plus
- Open to coaching and continuous professional development
- Technical aptitude
- Clear and concise written and verbal communication skills
- Excellent presentation skills
- Leverage Social Media to build brand awareness and boost sales.
- Ability to troubleshoot technical problems and think out of the box
- Maintain and fully utilize CRM tools
- Achieve and exceed sales goals
- Valid passport

Location

This position is preferred in the Midwest, United States area for the sake of occasional in-person collaboration, but remote is absolutely possible- especially if you're a great fit.

Compensation

This position starts at an annual salary of \$120,000. After 3-6 months, there is a possibility of share options (equity), in the company, and becoming a partner with the founding members. As the company grows, so will the level of compensation.

Medical, dental, and vision insurance provided **for you and your family**.

A 401k is offered, but there is no matching at this time.

To apply email craig@farmwave.io or call 470-358-2399. For

more information visit <https://www.farmwave.io/>