

Sales & Marketing Manager



Would you like to join an awesome and quickly growing team that is deploying exciting agricultural technology across the USA?

About The Company:

- Rogo is an Ag-Tech company that helps farmers apply fertilizer more efficiently. To do that, we build and operate **autonomous robots** that have collected over 100K acres of soil samples within the past year.
- Meet our quickly growing team at <https://www.rogoag.com/team> that is headquartered in West Lafayette, IN.
- Our team respects each other deeply, while at the same debating ideas fiercely to get to the best solution. At Rogo, a growth mindset >> knowledge and real results >> effort.
- Join us on our path to improve both Precision Agriculture and the peoples' lives we touch along the way (including our own team).

Job Description:

Goals:

- Grow sales over next 3 years from \$1 to \$20 million, from IN to entire US corn belt
- Close sales on time, on budget, with clear expectations that Operations can win at
- Maximize leads and business value through marketing collateral

Role:

- Manage sales team & process for robotics company that's setting records in Ag
- Build & cement value-driven customer relationships - resulting in zero net churn
- Hire, train, evaluate, coach, fire in order to hit goals (team size growing from 3 to ~15+)
- Manage marketing to create new leads, and optimize overall sales & marketing process
- Optimize cost of sales/ROI through sales training program (Rogo specific and general)
- Optimize learning with short iterations (weeks) that prioritize tests over ideas
- Start by selling and mastering the game/ value pitch, then define & teach

General Information About Sales Process:

- \$12.5K ACV, quasi-recurring revenue model
- Simplified sales process: Intro call (cold/warm), sometimes 2nd call, in-person meeting, sometimes demo (typically in groups), contract signed

Desired Profile

Minimum:

- Great communicator, problem definer and solver, core values fit
- Breakdown problems with numbers, design & execute tests, analyze and interpret data
- Computer literacy (ppt, excel, docs, proj mgmt tools, CRM, reporting)

Core Skills:

- Driven to achieve massive results in high pressure timelines

- Clear Plan Creation: Sales, Budgets, Customer Expectations/Handoff to Ops
- Excellent leadership: clear desired results, accountability & growth-coaching
- Numbers-Based Sales Management: define goals, measure real progress, hit targets
- Process Oriented: crank sales machine faster and more efficiently

Core Experience:

- Top 10% Individual B2B Sales contributor (3+ yrs)
- Successfully leading B2B sales team (3+ yrs)
- Building & executing sales plans on target (revenue and cost of sales)
- Managing marketing & sales process, and collateral creation

Bonus:

- Sales Training Certified, Marketing Certified, Startup Experience, Lean Startup Concept

Start Date & Location

- Start in May-June 2020; Willing to work in Wolcott, IN / Lafayette, Indiana area

Compensation / Benefits

- Full-Time Salary (based on market, experience, & skill)
- PTO - Flexible Vacation Plan (Self-managed as long as you get your work done)

Why apply?

- Work with exciting Ag-technology for a purpose.
- Work with an amazing, quickly growing team.
- Challenge yourself to grow in many different areas.

Interested? Please go here for the application form: <https://www.rogoag.com/join-our-team>