



## **Job Description**

**Job Title:** BoMill Sales

**Reports to:** BoMill Product Manager/BoMill Head of Sales

### **NATURE OF WORK**

Bratney is developing the collaboration with its proprietary equipment partner - BoMill. With the recent launch of the revolutionary grain sorting solution BoMill InSight™ there are ambitious sales goals moving forward. This sales position will promote and increase the sales support/service and satisfaction of BoMill products to end users within the processing industries. Based in our Des Moines, IA facility with travel up to 50-55% of time with some international travel for training purposes. Will include overnight travel and some weekends.

### **DUTIES AND RESPONSIBILITIES**

- Assisting all internal and external personnel with sales support, technical assistance, direct presentations, special applications and training / education of BoMill products.
- Direct sales in market segments and geographical areas that require additional assistance. A list of industries (but not all inclusive is):
  - Milling
  - Malting
  - Grain elevators
  - Farmers
- Establish strategies to penetrate and grow certain market areas.
- Communicate frequently and develop relationships with the BoMill organization, headquartered in Sweden.
- Promote and encourage other Bratney core technologies including Cimbria, Concetti, Omas, Construction and after sales service.
- Contact prospects and develop new business.

- Initiate and maintain direct one-to-one communication with customers.
- Service accounts and manage customer relationships regarding pricing, product warranty claims, receivables, etc.
- Communicate with potential customers, researching & following up on leads, scheduling meetings, making cold calls.
- Attend and present at regional and national tradeshows and other marketing needs.
- Interfaces with the customer to understand the customer's overall objectives and requirements.
- Utilize persuasive sales techniques to close sales transactions.
- Prepares a plan for each account to identify what short and long-term needs they have and how we can meet them.

### **KNOWLEDGE / ABILITIES / SKILLS**

- Excellent written and oral communication skills.
- Positive attitude.
- Proactive approach.
- Demonstrated proficiency in Microsoft products.
- Excellent organizational ability and a very high attention to detail.
- Ability to work independently with minimal supervision.
- Ability to travel a significant portion of the year is required. The ideal candidate has a milling or similar food / industrial background, specifically good understanding of agriculture from field to table.
- Basic mechanical aptitude of how process machines work and function.
- Ability to multi-task and manage several priorities at once

### **EDUCATION**

BA/BS degree preferred in milling, business, sales/marketing, engineering and/or 3 - 5 years minimum experience of hands on milling experience. Exceptions can apply and all applicants with experience are encouraged to apply.

### **TRAVEL REQUIREMENTS**

Travel USA and Canada up to 50-55% of time with some international travel for training purposes. Will include overnight travel and some weekends. Must possess a Passport or ability to obtain one upon hire for international travel.

## **Key Accountabilities**

- (1) Increase the sales of Proprietary Product through the Field Sales Managers (including training and joint sales efforts), as well as through direct sales efforts.
- (2) Maintain technical proficiency in current processes and equipment within relevant customer industries, including an understanding of the primary competitive lines of equipment and the relative strengths or weaknesses of those products as an alternative to our Proprietary Products.
- (3) Maintain a positive working relationship with our Proprietary Product partners (including at the factory level) to ensure the company and its employees can receive prompt answers to questions or resolutions to problems which the Proprietary Product Sales Manager cannot personally address.
- (4) Respond to internal and external customers within two business days with an update or answer to a request - even if the response is negative or the response is a need for additional time.

Aly Funk, Human Resource Manager

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