

## JOB DESCRIPTION

Title: LICENSEE ACCOUNT MANAGER

Reports to: General Manager

### Responsibilities:

Develop, support and grow an established network of Licensed wholesale growers who supply Proven Winners® ColorChoice® flowering shrubs to the independent garden center, mass merchant garden center, and landscape markets. Represent Spring Meadow Nursery and the Proven Winners® ColorChoice® brand to the industry, increase the brand presence and continually increase sales at the wholesale and retail level.

### Qualifications:

Education/ Experience – 2 yr. or 4 yr. degree in business or sales related field and/or 3-5 years of experience in either management, sales, licensing, marketing, or brand development.

### Skills:

Candidate must possess good written and oral communications skills, exhibit sales and negotiation abilities, as well as problem solving skills. Candidate must be results oriented, well organized, and willing to travel. Travel required 40-50%. Computer skills required; Microsoft Office, CRM, ERP

### Specific Responsibilities:

- 1) Develop and maintain sales relationship and communications with PWCC growers.
  - Maintain open communication with all PWCC growers and licensees
  - Utilize all methods of communication to ensure that licensees, potential licensees and their key employees understand licensing requirements, the Proven Winners® brand, the value and potential of each plant, all marketing and promotional efforts and build confidence in the plants and program to ensure a growing and successful Proven Winners program
  - Become a liaison between marketing, growing and sales departments and licensee
  - Record all communications in ACT! Database
- 2) Sales and Analysis
  - Solicit and enter regular orders from Licensees for new and proprietary products
  - Maintain, develop, and execute regional and national programs
  - Increase the variety listing per licensee
  - Increase the liners sales to each licensee
  - Increase production levels
  - Monitor the timing and quality of licensee orders and shipments
  - Identify and seek out prospective licensees
  - Strategically sign new licensees per market needs and demands
  - Understand inventory, plant production and product availability
  - Work with licensees to identify potential demand for future plant introductions.

- Ensure licensees receive the plants they need to fulfill their licensing agreement
  - Accurately enter requested items and arrange ship date with licensee
  - Developing programs to key landscape markets, box stores, and independent garden center chains
  - Perform ride a longs with Licensee sales teams to increase brand awareness and confidence.
  - Address and correct issues that do not align with licensee contract
  - Receive and follow-up on licensee claims and communicate to all departments.
- 3) Develop and maintain an annual travel schedule
- Regularly visit licensee's business to gain an understanding of each business and to better understand their needs
  - Conduct individual and group business meetings with all departments at licensee
  - Attend industry tradeshows to gain a better understanding of the market, customer needs and to make presentations and to conduct and/or attend relevant meetings
  - Assist licensees with tradeshows and sales tools
- 4) Direct responsibility to execute projects and activities in a timely fashion.
- Analyze data and initiate research requests; promotional analysis, product tests, consumer research, market penetration.
  - Development of sales forecasts for licensed products
  - Monitor licensee network development and initiate analysis or corrective action where appropriate
  - Perform special projects, as assigned
  - Responsible for written documentation of related policies and procedures
- 5) Marketing and Public Relations
- Provide marketing materials and support licensee in-house development
  - Prepare and make presentations at tradeshows and conferences
  - Coordinate any licensee related events, open houses, roadshows and make presentations, as needed.
  - Maintain an awareness industry and consumer trends and continue to develop ways to increase market awareness of PW/CC plants with consumers, retailers, landscape designers and growers.
  - Address from a sales perspective illegal sales, propagation, importation, co-branding, and Quality Standard Pricing violations.