

# JOB DESCRIPTION.



<b>Role</b>	<b>Sales Lead</b>	<b>Salary</b>	Competitive
<b>Location</b>	Manchester	<b>Leave</b>	33 days

As a Sales Person at Fotenix you will be responsible for driving the adoption of our solutions by identifying, engaging and closing deals with growers, farm-owners and agribusinesses. You will serve as a key bridge between Fotenix's technical offering and the real-world needs of growers, helping them understand how our solutions can solve farm-level pain points, improve efficiency, and increase profitability.

## RESPONSIBILITIES

Area	Tasks
<b>Prospecting</b>	Identify and engage prospective customers: growers, pack houses and breeders, through cold outreach, referrals, industry networks, trade shows and inbound leads.
<b>Discovery</b>	Understand each client's challenges and goals (crop type, scale, pain points around disease, yield, quality, resource use) and position Fotenix's offering as a solution to improve their profitability
<b>Value Proposition</b>	Demonstrate product value: explain and present how Fotenix's AI-powered crop scouting, quality control and resource-management tools can deliver concrete business impact (reduced losses, improved quality, improve yields).
<b>Hubspot</b>	Manage the full sales cycle: from lead generation → qualification → proposal → negotiation → closing. Maintain accurate records of leads, proposals, contracts and sales pipeline (CRM or internal tracking).
<b>Collaboration</b>	Collaborate internally with service, product and delivery teams to ensure a smooth onboarding process and align customer requirements with solution delivery.
<b>Market Relevance</b>	Stay up to date with agri-tech / agriculture market trends, competitor offerings, grower challenges, regulatory and environmental developments, using insights to guide how Fotenix products are positioned.
<b>Events</b>	Represent Fotenix at agricultural trade shows, grower conferences, industry events to network, generate leads, and promote brand presence.

# CORE COMPETENCIES

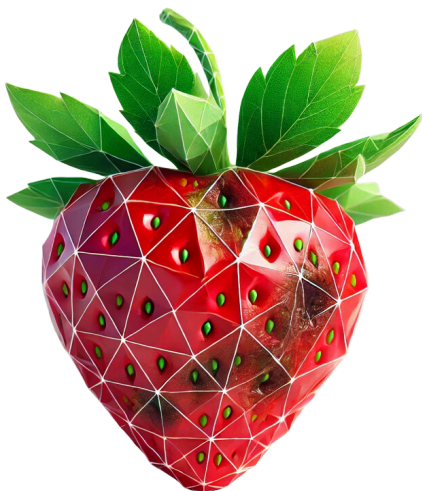
---

- Proven B2B sales experience, ideally in a company at a similar growth stage to Fotenix.
- Strong ability to communicate clearly, both verbally and in writing, able to translate technical / AI-based product details into practical benefits that growers understand.
- Self-starter, proactive, able to work independently, capable of building and managing a sales pipeline, reaching out to prospective clients, and managing long sales cycles typical of B2B/agri-tech deals.
- Good interpersonal skills: able to build trust with growers, agronomists, farm managers, often in traditional agricultural settings; patient, credible and respectful of their context.
- Good systems and data and skills, specifically around tooling that drives efficiency and scale in a sales team.
- Comfortable collaborating with technical and product teams to align customers' needs with Fotenix's solutions, helping ensure successful deployment and long-term adoption.
- Organised, detail-oriented, and capable of maintaining accurate records (pipeline, customer info, proposals).

# BONUS COMPETENCIES

---

- Background or familiarity with agriculture, horticulture, farming operations, crop production or agronomy.
- Previous experience selling agri-tech, precision agriculture, farm-management tools, software or hardware to farms.
- Experience working in or with growers/farmers in UK or international markets.
- A thirst for understanding how AI can drive efficiency in your role.



## OUR VALUES

---

As an equal opportunity employer, we encourage individuals across any sexual orientation, race, religion, ethnicity, age, gender, neurodiversity, and/or disability to apply. Our ethos is to propagate creative talent, each individual provides a key facet to our culture. We are aware of the pressures of today's lifestyle and operate flexible work times and locations to facilitate. Staff training programmes help you develop your future with high-performing but laid-back individuals. A constant supply of local coffee and tea and a collaborative music playlist set the scene for those Monday mornings.