



**SALES
SPECIALIST**

SOILCAPITAL

**JOIN THE REGEN
AGRICULTURE INNOVATORS
UNLOCKING CARBON PAYMENTS
FOR FARMERS**

LOCATION: BRUSSELS, BE OR LONDON, UK

- Take Europe's first certified, multi-national carbon payment programme direct to farmers across France, Belgium and the UK
- Join our growing sales team as we build on a successful first season and deliver significant new growth
- Thrive on the front line handling farmer queries directly and closing new business
- Contribute to enabling our systems to sell as efficiently as possible at scale

**SEND YOUR APPLICATION TO:
A.VOYSEY@SOILCAPITAL.COM**

Call for Applications: Sales Specialist

Soil Capital is looking for an experienced, hands-on, highly driven individual that shares our enthusiasm for regenerative agriculture and its climate change mitigation possibilities. You will help us unlock carbon payments for farmers and incentivise them to produce healthy food, living soils, clean air and abundant biodiversity while improving farm profitability at the same time.

Features

Contract type:	Full time, permanent
Starting date:	As soon as possible
Location:	Offices in Perwez, BE and London, UK. Accepting remote working within CET -1h for exceptional candidates

Roles & Responsibilities

In this hands-on role, you will play a central part in our six-person sales team to build on our first successful season for Soil Capital Carbon and deliver significant growth in the seasons to come. You will have immediate responsibility for selling our carbon payment programme directly to farmers in France, Belgium and the UK, ensuring that it becomes the reference product in these core markets. You will have the following responsibilities:

- Conversion of inbound leads into a target number of closed deals, in line with our expected conversion rate
- Direct advice to interested farmers who have questions before they commit to our programme
- Representation of the business and our product at relevant agricultural events and fora
- Identification and implementation of ideas to improve the efficiency of our sales systems, processes and materials
- Systematic capturing of customer feedback for improvement of our product
- Smooth integration with our Operations team throughout the sales cycle

Skills, Qualifications & Attitude

1. Exceptional communication skills in French and English; other European languages a plus
2. Proven track record selling direct to European arable farmers across a range of platforms
3. Experience of the metrics, systems, processes and mindset required to sell large volumes in as automated a manner as possible; experience with HubSpot a plus
4. Intrinsic customer service attitude
5. Deeply motivated by an entrepreneurial approach to scaling regenerative agriculture

About Soil Capital

Soil Capital is a technology-driven agronomy business with international experience since 2013 designing and executing farm transition strategies to regenerate soil health while delivering superior profitability. Over the last two years, we have developed Europe's first certified, multi-national carbon payment programme for farmers – Soil Capital Carbon – which is underpinned by a unique decision-support and reward platform, called mySoilCapital. After a first successful sales cycle with French and Belgian farmers as well as food and farming businesses ranging from supermarkets to farmer cooperatives, we are now preparing for significant growth and development, including into the UK.

To apply

Please send your CV and cover letter explaining your suitability for the role (each of a strict two pages maximum) to Andrew Voysey (a.voysey@soilcapital.com). Applications will close on 2 July 2021.