

John Bresnahan, BASF Professional Turf & Ornamentals Senior Sales Specialist – New England Territory



Home base: Longmeadow, Mass.

Time with BASF: Five years

Approach with customers: Listen first and recommend second. John's regular contact with customers extends beyond the phone; he makes a point to listen in person. That means walking the course with superintendents and meeting growers at their greenhouses and nurseries. By phone or in-person, he asks questions, listens, identifies issues and then discusses solutions.

"I help superintendents and growers with short-term and long-term solutions," said Bresnahan. "Whether it's recommending a fungicide program and control methods or counseling prevention and changing growing conditions, I want the best solution for each customer."

Favorite aspect of the job: "Helping customers," said Bresnahan. "Day to day someone wants a solution, I get a call, and I get to help. Sales is about building relationships, providing solutions and eventually becoming friends with my customers. It's up to me to manage my territory as if it were my own business."

When he's not working you can find John: Enjoying time with his two sons and wife while cheering on the New England Patriots and Boston Red Sox. John loves sitting above the dugout with family, eating seeds and rooting for the runner on third. John's Little League coaching days are over but he and his sons still find time for ball in the sandlots. Even though his cell phone is on 24/7, family comes first. When not watching baseball, John drives to Cape Cod for a day at the beach, an afternoon of kayaking or a round of golf.