

GEORGIA STORMONT

Agricultural Sales Coach | Selling In The Paddock



Georgia Stormont is an agricultural sales and leadership specialist and the creator of the Selling in the Paddock™ framework.

With more than 15 years' experience selling into the Australian agricultural market — including hands-on experience in seed and horticulture — Georgia understands the commercial and relational dynamics unique to the seed supply chain. She has worked directly with growers, agronomists, production teams and commercial leaders, giving her practical insight into the communication challenges and leadership pressures faced across the industry.

Georgia works with agricultural businesses across Australia and New Zealand to strengthen leadership capability, improve commercial conversations and build high-performing teams. Her approach combines behavioural insight, practical sales strategy and real-world agricultural context to deliver tools that are immediately applicable in complex, technically driven environments.

She is also host of the podcast Selling in the Paddock, where she explores communication, leadership and commercial effectiveness within agriculture.