



In Partnership With



## Northern Colorado

### Dairy Sales Representative

#### Job Description

The Dairy Sales Representative is a consultative selling position with the ideal candidate working in their respective territory to understand and identify dairy farmer's purchasing needs and for selling them the appropriate solution to help them achieve healthier, more productive animals.

##### Brands represented

**APC**

**Perdue Agribusiness**

**IVS**

**FERA**

**Milk Specialties**

**DrenchMate**

##### **Primary Responsibilities:**

- Call on minimum of 5-10 farms 5 days a week
- 1 month cycle
- Explain and lead customers and prospects to an understanding of the product value proposition.
- Develop, execute and frequently review annual sales strategy/plans for assigned accounts/geography based on strategic importance, understanding of market, firsthand customer information, and alignment with regional strategy

- Identify and build relationships with the primary point of contact for assigned customers, meeting with key personnel and/or decision makers to understand customer needs and identify business opportunities.
- Ability to organize and present technical product information to key decision makers.
- Monitor product performance and customer satisfaction and provide feedback to the company as required.
- Outline strategy for relationship building, solutions, and potential offerings for customers, resulting in sales opportunities.
- Build multi-level and cross functional relationships with strategic new customers.
- Assist in the introduction and representation of products through trade shows, seminars, conferences, and other industry events.

**Required Qualification and Experience:**

- Prefer a B.S. in Agriculture or Marketing, but willing to train the right candidate
- Demonstrated professional sales skills, including effective communication and organizational skills.
- The ability to communicate technical information effectively, written, and oral.
- General computer skills
- Self-starter, independent thinker; ability to make decisions.
- Ability to work independently.
- Must be able to travel weekly.
- Strong commitment to customer excellence and needs.

**Preferred Qualification and Experience:**

- 5 + years dairy industry sales experience.
- Previous sales experience and demonstration of sales success.
- Passion for the dairy industry
- Bilingual: English and Spanish

**Compensation:**

- Strictly commission based, 1099
- Reimbursement plan for expenses including mileage