

Van Beek Natural Science

National Sales Manager (Livestock)

Reports to: CSO

Job Summary

To build and maintain a high performance sales organization to effectively achieve business objectives.

Essential Duties and Responsibilities:

1. Create and implement effective direct sales strategies and lead nationwide direct sales personnel (sales and education staff) toward achievement of corporate sales objectives.
2. Develop competencies and processes required to create an effective and efficient sales organization.
3. Provide leadership through effective communication of vision, active coaching and development while comparing sales results to goals and taking appropriate action to correct when necessary.
4. Provide the Board, necessary budget, proposed compensation program and incentive planning.
5. Ensure effective hiring, orientation, training, development and retention of sales and education staff.
6. Provide supervision through field visits, observations and measurement of results to include performance appraisals.
7. Proactively identify changes in animal healthcare, distribution and product delivery, and competitive pressures to develop and modify strategies and tactics accordingly.
8. Prepare monthly, quarterly and annual sales forecasts.
9. Manage to meet/exceed monthly, quarterly and annual sales forecasts.
10. Partner with the sales team in the development of key customer relationship management.
11. Establish effective relationships and collaborations with other departments (Marketing, Finance, Customer Service, etc.) to address key business issues and opportunities.
12. Maintain competitive knowledge to create and adjust sales strategies.
13. Attend industry meetings, seminars, and conferences as appropriate.

Qualifications:

Minimum

1. **Education & Experience:** Bachelor's degree in business or sciences and at least 8 years of animal health/distributor sales experience with at least 5 years of experience managing a direct sales force
2. **Skills:**
3. Experience and success in recruiting and retaining a high performance sales team and a demonstrated ability to lead and manage a diverse sales team.
4. Demonstrated ability to achieve sales plans.
5. Proven business analysis and judgment with the ability to proactively manage business and P&L to meet objectives.
6. Demonstrated ability to professionally develop and coach team members.
7. Strategy development, project management, problem solving, and change management skills.
8. Exceptional negotiation skills.
9. Strong ability to build positive working relationships, both internally and externally.
10. Ability to effectively present information and clearly collaborate with all levels of management including CFO, CEO CSO.
11. Demonstrated strong oral and written communication skills.
12. Business related computer and app skills including Microsoft Office Suite.

Preferred:

A solid understanding of the Animal Healthcare market; including trends, technologies, products, and players.

Physical Requirements:

Ability to travel as required, estimated to be 50% or more.