

Territory Sales Manager
Dairy/Beef
Van Beek Natural Science, LLC
Reports to: National Sales Manager

Primary Purpose:

Under minimum supervision, develop and grow the dairy/beef market in your territory. Always maintaining a strong, ethical and positive image by respecting yourself, your customers, and the company.

Duties and Responsibilities:

- 1. (15%) Develop and write a Sales/Marketing plan**
 - Partner with your distribution channel when doing this to ensure proper communication and buy-in.
 - Submit and review Sales/Marketing plan with management for determining what trade shows, publications, newsletters, associations, etc. to participate in to support sales efforts.

- 2. (80%) Implement Sales/Marketing Plan – Initiatives, Training & Provide Technical Support**
 - Carrying out your Sales/Marketing plan in a clear concise manner. Clearly communicating the plan and what will be needed from all participants.
 - Attend regional and national tradeshow working in distributor booths or the Van Beek Natural Science booth when we exhibit.
 - Following up within 2 weeks after leads from Trade Shows are given to you.
 - Participate in industry associations & panels representing Van Beek Natural Science to develop and foster relationships at all levels of the organization.

- 3. (5%) Assist in R&D and Product Development Efforts**

Keep abreast of competitive products and offer product suggestions for improving and developing new products for the dairy/beef markets. Be willing to assist with industry contacts at universities and with producers to conduct tests and field trials.

Job Requirements & Skills

Education - Bachelor's Degree in business or animal health field preferred.

Work Experience - **Minimum of 2 years of direct selling**

Skills - CHANGE AGENT

- Oral and written communication
- Interpersonal and organizational skills

Travel - As needed. Average of approximately 2 weeks per month.

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