

**Title:** Territory Sales Representative – Poultry Midwestern U.S.  
**Dept:** Sales  
**Reports To:** National Account Manager  
**Territory:** MN, WI, IN, MI, IA, OH, and a portion of MO and NY  
**Classification:** Exempt

### **Position Summary:**

The Territory Sales Representative sells and promotes Anpario products to the U.S. Agricultural market with profitable growth year to year. This role supports existing customers purchasing Anpario products. Develops new customers and grow product sales in the defined territory. Supports other Anpario sales representatives and staff. Promotes the Anpario brand and represents the company at conventions and shows. Presents to customers and distributors when necessary. Assists with market research and fact finding on competitive products in the marketplace. Forecasts future sales in the defined territory. Understands and explains sales variances within their territory. Operates within the defined expense budget.

This role requires a self-starter capable of developing a weekly schedule to visit customers and attend conventions and shows. The scope of this role is well suited to a small business environment and calls for a self-motivated individual who brings initiative and a positive attitude. It also provides the potential for growth and upward mobility. This is a remote position, with office hours performed from the employee's home, so candidate must have a suitable environment for a home office.

The primary territory covered is MN, WI, IN, MI, IA, OH, and a portion of MO and NY. Additionally, the position may require responsibility for other US regions to support customers or other company sales managers.

### **Essential Duties**

- Communicate directly with customers, nutritionists, feed mills, distributors, producers, and manager to sell feed additives.
- Increase market share by developing new customer accounts and growing sales through enhanced customer relationships.
- Identify key decision makers and present products through meetings, seminars, in person discussions and other industry opportunities.
- Work with customers and prospects to understand their business and identify any issues and needs that can be resolved with Anpario products.
- Conduct customer visits and follow up
- Participation on Microsoft Teams call with the US group
- Participation on global species calls as assigned
- Writing weekly call reports for the week's activity



- Attending industry conventions and shows
- Participating in company sales training
- Completing and submitting monthly expense reports
- Forecasting by customer and product for submission to management
- Attending US team meetings as required

### **Travel**

This job requires travel within the defined territory so the candidate must have a driver's license and vehicle. The company provides a vehicle allowance and mileage reimbursement to offset costs of company travel. The job may require domestic travel outside the defined territory and on rare occasions the position could require international travel. The company provides a mobile phone stipend; the employee must have a smartphone with a data plan.

### **Education / Qualifications**

- Bachelor's Degree in Poultry Science, Animal Science, or degree relevant to position.
- 5 years sales experience or 8 years industry experience.
- Must have a valid driver's license and insurable driving record

### **Required Skills**

- Professional Selling Skills
- Broad knowledge of industry and species
- Proficient computer skills, Word, Outlook, Power Point, Teams
- Presentation & Public Speaking Skills
- Must be able to work independently and with a team
- Be able to handle and work through stressful conditions
- Excellent verbal and written communication skills

### **Preferred Skills**

- Experience, education, or familiarity with marketing in agriculture, animal health, livestock nutrition, or related industries
- Spanish language proficiency, with the ability to translate written materials from English to Spanish

*The essential functions listed above are representative of the primary duties of the position and are not intended to be an exhaustive list of all responsibilities, duties, or skills required. Duties may be added, removed, or modified at any time with or without notice.*

