Nature's Answer

# JOB DESCRIPTION

| JOB INFORMATION | |
|---|---|
| Job Title: | **National Accounts Manager – Poultry** |
| Department: | **Sales** |
| Site: | **U.S. Subsidiary – Anpario Inc.** |
| Working Hours: | **Full Time Salary Position** |

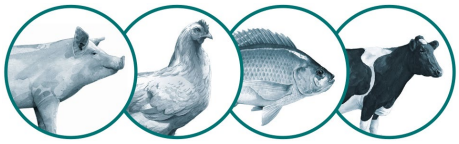
| POSITION IN THE ORGANISATION | |
|---|---|
| Reports to: | **VP of Sales North America** |
| Responsible for: | **Sales** |

## OVERALL PURPOSE OF JOB

- Responsible for sales, marketing, and profitability in the designated species segments.
- Develop and manage a sales team to support the sales and business development.
- To develop, build and implement a strategic sales plan that drives sales growth through existing and prospective key accounts.
- Optimize product sales and customer supply through existing distribution channels and develop new distribution channels to support sales growth and new customers.
- Maximize the potential of the territory and effectively manage all respective accounts directly or via a team of sales representatives.

## GENERAL DESCRIPTION – TASK RELATED

The strategic role for this job will require an individual who can establish sales objectives by planning, budgeting, and forecasting key accounts and while understanding their contributions to sales and gross profit. Implement national sales programs by developing localized action plans that deliver value to our customers. Maintain sales volume, product mix, and selling price by keeping up to date with supply and demand, changing trends, economic indicators, and competitors. Identify customer issues and respond to customer needs and requirements with appropriate solutions. Identify opportunities and develop new accounts by analyzing local markets and customer segmentation. Share knowledge with other Anpario Team members across markets and species teams. Review sales variance reports and provide explanations for deviations from forecasts and/or the strategic plan.



Anpario Inc. PO Box 5131 | Spartanburg,
SC 29304 | USA
T +1 (864) 641-6168 | sales@anpario.com | www.anpario.com

**Territory:**
The territory covered by this position will be the United States and Canada.

**Responsibilities:**

- Translate Strategic Planning into Operational Excellence.
- Build and maintain relationships with key customers for sustained growth.
- Participate in the recruitment of new hires for the sales team.
- Set sales objectives, monitor, appraise and agree future action plans for the sales team.
- Coach and mentor junior members of the sales team.
- Ensure Distributors and their staff are fully trained and competent in selling our products.
- Ensure that customers know how to source our products and work with the marketing group to promote that message.
- Maintain proactive and continuous communications, driving targeted focus and effectiveness to achieve key objectives.
- Identify key trade shows and conventions for attendance and/or presentation

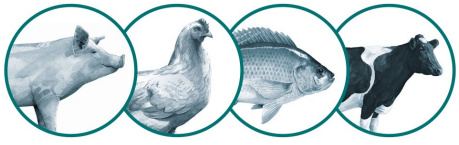
**Specefic Job tasks will require:**

- Personally manage and develop your top key accounts to achieve business targets and sales goals
- Ensure selling prices are properly applied and business is retained across key accounts.
- Set sales objectives, monitor, appraise and agree future actions including developing regular planned visits to your key accounts.
- Monitor, appraise and provide support and routine training and travel to support junior sales team members.
- Identify and build relationships with decision makers for sustained growth.
- Develop a team of sales representatives to support both our direct and distribution sales in the region.
- Set sales objectives, monitor, appraise and agree future actions and goals for oneself and direct reports.

**Travel and Other:**
This job will require travel within the defined territory so the candidate must have a driver's license and vehicle. The company provides a vehicle allowance and milage reimbursement to offset costs of company travel. The job may require periodic international travel.

The company provides a mobile phone stipend; the employee must have a smartphone with a data plan.

**QUALIFICATIONS:**



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- ✓ Bachelor Degree (preferably Animal Science/Veterinarian)
- ✓ 5 to 10 years of industry or sales experience
- ✓ Managerial experience with direct reports
- ✓ Must have a valid driver's license and passport
- ✓ Computer proficiency with (Microsoft Office Word, Outlook, Excel, Power Point, Teams)

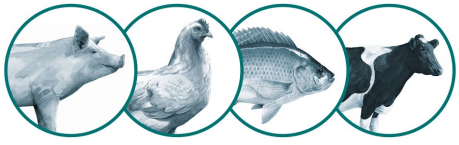
## SKILLS & EXPERIENCE:

**Required Skills:**

- ✓ Excellent presentation skills
- ✓ Leader and Team Player
- ✓ Excellent verbal and written communication skill
- ✓ Strong negotiation skills and confident in sales situations
- ✓ Results driven, Analytical and business focused
- ✓ Ability to view "the big picture" whilst at the same time maintaining the detail and vice versa
- ✓ Strong interpersonal skills
- ✓ Proactive, problem solver
- ✓ Excellent time management skills, organization and planning of travel to maximize visits and the ability to work on own initiative

**Other Skills Desired but Not Required:**

- ✓ Fluent in Spanish is desirable
- ✓ Species specific industry contacts
- ✓ Previous experience with national and international companies



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