JOB DESCRIPTION

JOB INFORMATION	
Job Title:	**Territory Sales Representative – Ruminant, Texas**
Department:	Sales
Location/Site:	US Subsidiary – Anpario, Inc. Field-based position.
Classification:	Exempt
Working Hours:	Full-time salaried position

POSITION IN THE ORGANIZATION	
Reports to:	West U.S. Direct Sales Manager
Responsible for:	Sales

POSITION SUMMARY

Primary Responsibilities: Responsible for the direct sale and promotion of Anpario products to U.S. livestock producers (dairy, beef, and other species), delivering profitable year-over-year growth**.** Support existing customers purchasing Anpario products. Develop new customers and grow product sales in the defined territory. Support other Anpario sales representatives and staff. Promote the Anpario Brand and represent the company at conventions and shows. Present to customers and distributors/dealers when necessary. Assist with market research and fact finding on competitive products in the marketplace. Forecast future sales in the defined territory. Understand and explain sales variances within their territory. Operate within the defined expense budget.

TERRITORY

The primary territory for this position includes Texas and the surrounding states. This is a remote position requiring a dedicated and professional home office workspace.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Deploy Anpario, Inc sales strategy as directed by VP of Sales-America
- Meet sales performance objectives as determined for your assigned area and accounts to ensure achievement of market share objectives, and in coordination with available marketing, sales, research and development, customer service, administration and finance, technical service resources.
- Initiate livestock producer calls to communicate the benefits of our products resulting in product sale(s). Record and update the Customer Relationship Management (CRM) database daily for coordination with field and Barneveld staff follow up.

- Communicate the benefits of Anpario products through company-approved messaging and claims, ensuring compliance with all applicable regulations and industry standards. Maintain the highest professional standards when conducting business on behalf of Anpario to maintain and develop Anpario's reputation as the premier manufacturer of microbial / nutritional supplements.
- Conduct Dealer, Veterinarian, Distribution calls, and sales support for the purpose of generating sales of product to livestock producers via distribution networks. Identify and open new dealers where appropriate to generate new business where distribution is not available. Open retail (direct) accounts in consolidated livestock production businesses.
- Submit sales orders accurately and in a timely manner in accordance with procedures established by the Chief Administration and Financial Officer and Customer Service Representative.
- Complete electronic Concur expense reports in compliance with company policies and VP of Sales-America instructions.
- Accurately communicate pricing, promotions, and all policies to customers so that customer expectations can be met.
- Attend all assigned trade shows and exhibitions as approved by Anpario, Inc management.
- Accurately account for and manage all Anpario property, including inventory, promotional products, and promotional items to achieve the targeted return on invested capital.
- Identify key and influential producers who can support Anpario's sales growth objectives.
- Utilize electronic reports to effectively plan and prioritize sales activities, maximizing the efficient use of time and available resources.
- Improve product and animal science knowledge through studying Anpario materials and industry information to function as a resource to your customers in the use of Anpario products.
- Organize and complete travel and route planning (CRM can assist as planning tool) to effectively manage territorial geography to maximize effectiveness in all areas with dense livestock populations.
- Plan and coordinate travel and route planning utilizing CRM tools as appropriate, to effectively manage assigned territory to maximize sales effectiveness in areas with dense livestock populations.
- Provide customer support for questions regarding product performance in a timely manner to assure customer satisfaction.
- Recommend improvements in products, policies, and resource deployment to assist in achieving overall business objectives.
- Other duties as assigned by the VP of Sales-Americas and West U.S. Direct Sales Manager.

EDUCATION / EXPERIENCE / QUALIFICATIONS

- Bachelor's degree in business, agriculture, or related field
- Minimum of 2 years' experience in animal nutrition sales or general production animal husbandry.
- Must have a valid driver's license with insurable driving record.

KNOWLEDGE, SKILLS & ABILITIES

- Familiarity with local livestock production practices, trends, and challenges within the assigned territory.
- Ability to develop and execute strategic sales plans to meet and exceed sales targets.

- Strong relationship-building and account management skills, with a focus on developing long-term customer partnerships.
- Proficiency in analyzing market trends and customer needs to identify new sales opportunities.
- In-depth knowledge of animal feed products to provide accurate information and recommendations to customers.
- Excellent negotiation skills to close deals and secure the best terms for the company.
- Effective communication skills, both written and verbal, to clearly convey information and persuade potential clients.
- Demonstrated proficiency with email, MS Office suite (Excel, Word, Outlook, PowerPoint, and PDF file formats), CRM platforms, expense reporting tools (e.g., Concur), and other digital systems using tablets and mobile devices for efficient field-based operations. Familiarity with livestock production management software preferred, along with a willingness to pursue continued education and skill development in this area.
- Ability to manage time efficiently, prioritize tasks, and meet deadlines in a fast-paced environment.

Physical Requirements:

- Ability to remain seated for extended periods while working at a computer.
- Ability to drive for extended periods while traveling throughout the assigned territory.
- Ability to travel regularly, including occasional overnight travel.
- Ability to lift, carry, and transport product samples, marketing materials, and other business-related items weighing up to 50 pounds on an occasional basis.

OTHER DUTIES

This job description does not list all the duties of the job. You may be asked by supervisors or managers to perform other instructions and duties. You will be evaluated in-part based upon your performance of the tasks listed in this job description.

Management has the right to revise this job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any reason.