

Sales Representative

Position Description

A sales representative calls on farms to promote products and services to current and prospective customers in order to help the company achieve its annual sales and revenue goals. They must be able to relate to all types of dairy producers and help be a solutions provider. Typically, the position will be working from a home office and have territory to manage. Working in sales is networking 24/7. They enhance the knowledge level about the industry and on-farm consulting by attending/participating in customer meetings, seminars, trade shows, and conferences.

Education Requirements

- Bachelor's degree in an area of study related to dairy science/animal science.
- Experience in the areas of dairy cattle management, genetics, sales, communications.

Helpful Skill Set

- Self-motivated.
- Organized.
- Sales ability.
- Positive and enthusiastic attitude.
- Team player.
- Innovative.
- Computer literacy.

Network Development

- Get involved in dairy and/or sales/marketing related clubs, associations, and industry events.
- Talk to someone in the field, particularly in a company that interests you.
- Develop a network of industry contacts within assigned territory in order to remain up to date on industry developments and obtain new business prospects.

Work Experience

- Launch your career by looking for internships in other sales & marketing roles.
- Ride along with a sales representative.
- Seek internships on various farms.
- Shadow someone in the industry to gain on-farm knowledge.

Keywords

sales, communication, marketing, management, products, prospecting, consulting

