



JOB DESCRIPTION

TITLE: Territory Sales Representative

REPORTS TO: Regional Sales Manager

GENERAL RESPONSIBILITY:

Sell Datamars' products in assigned geography. Manage sales, service and administrative activities for all channels of distribution to the consumer including distributors, dealers, veterinarians, ranches, dairies & feedlot accounts within assigned geography.

PRIMARY DUTIES:

- Achieve regional sales objectives for Datamars.
- Communicates with distributors through top management and in essence become a special consultant to this level of distributor management.
- Communicates with authority in sales, marketing and financial terms, able to show the customer how to increase his or her profits, by increasing the warehousing, sales, and full line support of the "PRODUCTS"
- Work with distributors in the territory.
- Make calls on end users at their facilities, build relationships with them, detail and initiate sales to them through distribution.
- Attend promotional events as necessary including dealer open houses, field days, grand openings, sales meetings and tradeshows.
- Communicate competitive situation to Regional Sales Manager as necessary
- Serves as liaison between headquarters and Customers' upper management, fully and timely communicate customers' needs and goals, product movement at the warehouse and retailer level, market trends, and competitive information.
- Works with Customer Service to ensure the proper handling of order processing.
- Must have the ability to build business volume in the region using programs and promotions for the "PRODUCTS"
- Responsible for the following reports:
 - Planning Calendar by Key Accounts
 - Weekly summary report
 - Weekly Expense report
 - Additional reports as assigned by National Sales Manager and Leadership Team

EXPECTATIONS:

- Ability to build business volume in the territory.
- Extensive understanding of livestock industry.
- Strong teaching, selling skills as well as mechanical know how to service machines.
- Extensive travel with evening and weekend work required.
- Must be highly motivated and enthusiastic about sales.
- Maintain close working relationship with Regional Sales Manager regarding sales order processing, pricing, and territory development.
- Attend national sales meetings as required.

- Basic understanding and use of Microsoft Office products (Outlook, Excel, Word, PowerPoint) is required.
- Perform various duties and assignments as necessary.
- Strong presentation skills.
- Must be a decision maker, policy implementer.

COMPETENCIES:

- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.
- **Customer Service** - Responds promptly to customer needs; solicits their feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Interpersonal** - Focuses on building solid relationships with distribution partners, distributor sales representatives, feedyards, retailers, veterinarians, consumers and co-workers.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions.
- **Business Acumen** - Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Ethics** - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values and standards.

EDUCATION & EXPERIENCE:

- College Degree or equivalent experience.
- Minimum 3-5 years selling experience.
- Must be able to travel 60% of time
- Computer functional in Outlook, Word, Excel, PowerPoint or similar programs.

PHYSICAL DEMANDS:

Requires the ability to travel extensively and independently including frequent weekend and evening meetings. May occasionally be called upon to carry 30 – 75 pounds of materials.

Disclaimer Clause:

Job descriptions are not intended, and should not be constructed, to be exhaustive lists of all responsibilities, skills, efforts or working conditions associated with a job: they are intended to be an accurate reflection of those principal job elements essential for making fair grading pay decisions about jobs.