



Job title	<i>Regional Sales Associate (Farm Team)</i>
Reports to	<i>Farm Channel Manager</i>

Job purpose

The Regional Sales Associate is responsible for the strategic development and execution of sales and marketing programs to support and strengthen Clipper Distributing Sales in the livestock production segment. This role will equip and enable distribution with educational tools to be successful in selling a variety of production animal products. The primary focus is expanding market share of Intervention Disinfectant within the swine industry through our distribution partners. This individual must build and strengthen new and current relationships, with the goal of maximizing existing opportunities and developing new ones to ensure long term sustainable and profitable growth. This role works closely with Clipper Marketing to create, deliver, and leverage the channel marketing strategy. This is a hybrid sales position, with both direct customer and distribution management responsibilities.

Duties and responsibilities

Business Management

- Provide input into the development of the Farm Team Strategic Plan.
- Provide input into the development of the Annual Forecast for Clipper biosecurity offering.
- Align with Region and Branch Managers at assigned distributors, establishing productive, professional relationships that will result in sector growth.
- Use distributor sales data to help identify strengths and weaknesses with distributor's teams

Business Development

- Identify new opportunities to grow the Clipper biosecurity business within the scope of distributor relationships at Branch and Region levels.
- Identify new opportunities to grow the Clipper biosecurity business at strategic Swine Producers, Veterinary Clinics, Poultry Producers, Animal Transportation Facilities, etc.
- Identify and develop new opportunities for the Clipper's biosecurity portfolio, by fully understanding its capabilities and unique attributes.
- Professionally represent and help expand Clipper's business within the Animal Production Sector

Channel Marketing Programs Develop and manage territory marketing programs to gain awareness and acceptance of Clipper Distributing products with the support of Marketing, other Sales counterparts, and manufacturer representatives. Direct calls on Key Accounts, including swine and poultry integrators, and industry veterinarians is critical to success in this position.

- Incentive programs
- Promotional programs
- Channel training programs
- Etc.

Sales Enablement Tools Identify channel insights and work closely with Sales and Marketing to develop sales enablement materials, whitepapers, guides, and support materials to enable sellers to be more proficient in supporting Clipper Distributing products in markets served.

- Video tutorials
- Online learning portals
- Sales Training presentations
- Equipment installation and servicing tools
- Financial metrics
- Etc.

Relationship Management & Collaboration Establish and maintain relationships with channel partners to build trust in Clipper Distributing products and, in our brands, and collaborate with them to identify opportunities to support and strengthen Clipper's position in the marketplace.

Qualifications

- University degree or college diploma in Business Animal Science or other relevant program required
- Minimum 2 years' experience in Channel Marketing, Sales or a combination thereof, with experience in developing/cultivating sales in complex sales situations (e.g. involving multiple levels, disciplines and/or decision makers)
- Experience working with large sales organizations, either as a representative or in a support or management role
- Livestock production experience preferred
- Demonstrated resiliency under pressure. Ability to function effectively despite setbacks
- Excellent communication skills, both verbal and written, and the broad ability to present internally, to farm management or to C-Suite executives
- Ability to cultivate and maintain effective relationships across the organization (and to do so in an environment of ongoing negotiation of resources and competing departmental priorities)
- Able to manage many complicated tasks at one time while prioritizing and managing to deadlines
- Able to maintain an overview of initiatives across the organization to identify synergies, opportunities and overload
- Proven creative and innovative thinking skills

- The ability to think critically to support effective and “outside the box” solutions

Direct reports

None

Working conditions

- This position will require frequent travel to meet with existing and new potential End-Users and support Distributors.
- The individual in this position will be required to work in a fast paced and continually changing environment, within the livestock production segment with specific focus on biosecurity.
- This position will require occasional evening and weekend work, either in the office or out of town.
- Frequent field visits to swine production facilities, livestock transportation wash facilities, poultry breeding facilities, etc. may be required and thus exposure to animals, manure, and varying temperatures.
- Farm Visits which require showering in and out with prior approval of management.

Physical requirements

- Working trade shows is an important part of the role, here one may be expected to stand for long periods of time to engage potential prospects and customers
- Coordinating and supervising field product trials may be required from time to time which involves being on the farm premises for part of or all the trial. This can involve installing and demonstrating foaming systems for trials.