

Our Ontario based client is one of the largest Canadian owned Agribusinesses operating across multiple producer focused divisions, including farm services, animal nutrition, and grain marketing. The Animal Nutrition Division is growing, and the Poultry Business Unit is hiring a new leader. As the Poultry Sales Manager, you will lead and manage the sales and service teams by driving profitable growth, fostering customer relationships, and implementing strategies to drive customer success. This is an opportunity for a motivated, self-driven sales-oriented leader to manage and mentor a team of dedicated sales reps in Ontario.

Poultry Sales Manager

Western Ontario

Reporting to the General Manager, you will:

- Lead and inspire the Animal Nutrition Poultry sales team with strategic vision and direction, fostering a culture of excellence and innovation.
- Set ambitious short and long-term goals and objectives, crafting actionable plans to drive business growth and surpass sales targets.
- Collaborate closely with Feed Nutritionists to develop tailored animal nutrition plans aligned with customer needs, ensuring optimal health and performance.
- Conduct dynamic and engaging meetings with the sales team to communicate strategic initiatives, gather valuable feedback, and co-create action plans geared towards exceeding sales objectives.
- Proactively engage with customers and prospects, cultivating strong relationships to ensure unparalleled satisfaction and capitalize on emerging opportunities.
- Drive sales growth through in-depth analysis of agricultural data and personalized farm visits, identifying customer needs and delivering impactful solutions and recommendations.
- Forge and nurture industry contacts with distributors and suppliers, strategically positioning the company for future sales opportunities and market expansion.
- Organize and host educational producer training sessions and production meetings, empowering livestock producers with the latest technical insights and knowledge.
- Stay abreast of competitors' activities and market trends, leveraging this intelligence to inform strategic decision-making and maintain a competitive edge.

Your background includes:

- A post-secondary education in an agricultural business-related program.
- 5+ years in an agricultural sales position with experience managing teams or a proven track record of leadership.
- Strong technical understanding of livestock nutrition, production and building feed diets.

- Strong organizational and problem-solving skills with attention to detail, multi-tasking and working in a result driven environment to meet deliverables under minimal supervision.
- Experience developing strategic sales plans, building budgets, and evaluating team and individual performance.
- Experience with commercial grain purchasing and producer grain bank platforms would be an asset for this role.
- Proficiency in computing skills including Microsoft Office (Excel, Word, PowerPoint, Teams, and SharePoint) and experience with CRM software (Salesforce).
- Strong teamworking skills with the ability to develop and sustain cooperative working relationships.

This leadership role will include travel throughout Western Ontario to meet business demands, with occasional trips for meetings and industry events elsewhere in Canada.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at **416-868-4888 Ext. 5** quoting **"Poultry Sales Manager – 240210"**

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.