

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 Sales Representative. As the Poultry Feed Sales Rep., you will be responsible for sales and service of existing Poultry producing customers and winning new business. This position's goal is to achieve agreed upon targets through strategic planning and initiatives to grow our client's existing accounts and continue to expand in the marketplace.

Poultry Feed Sales Representative

Western Ontario

Reporting to the Poultry Sales Manager, you will:

- Maintain regular contact with customers and prospects to ensure customer satisfaction and capitalize on opportunities.
- Serve as the primary point of contact for customers both in person and over the phone.
- Establish and maintain industry contacts that lead to future sales.
- Drive sales by analyzing agricultural data and making farm visits to identify customer needs and providing solutions/recommendations that are required to maintain the wellbeing and productivity of the livestock in their care.
- Document all relevant customer and prospect information into sales software.
- Ensure all customer records and contract documentation are maintained properly.
- Maintain an up-to-date knowledge of the Poultry industry, and of the Feed Industry as it relates to Poultry, as well as any new products and technologies.
- Host producer training and meetings as required to keep livestock producers up to date with any new technical information.
- Attend industry events and tradeshow when needed and develop/conduct presentations to share product information.
- Work closely with Feed Mill staff to improve efficiencies, increase customer service, and ensure that all concerns and requests are dealt with in a timely manner.
- Develop sales targets and goals and implement plans to achieve them.
- Determine appropriate market strategies requires to meet goals of individual products.
- Work with Feed Nutritionist to develop individualized animal nutrition plans to meet individual customer requirements.
- Keep up to date with competitors' activities and market trends.
- Monitor product performance and customer satisfaction, providing technical support as required.
- Understand and follow all company health and safety and environmental policies and procedures.

Your background includes:

- A post-secondary education in an agricultural business-related program.
- 3+ years in an agricultural sales position, preferably in poultry feed.
- 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 executing strategic sales plans and developing meaningful client relationships.
- 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 teamwork and negotiation skills with the ability to develop and sustain cooperative working relationships.

This sales role will include travel throughout Western Ontario to meet business demands, with occasions 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 Feed Sales Representative – 240305”**

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.