

Our client is a Canadian leader in livestock nutrition that specializes in producing high quality products for customers across the country. They are a national, direct to farm, livestock production focused company that provides innovative business knowledge, products, programs, and services through a customer-centric consultative approach. As their Ontario Business Development Manager, grow our client's market share in the larger farm segment for all species including swine, poultry, and dairy. This leadership role will manage, coach, and mentor the multi-species sales team who are focused primarily on building relationship in the larger farm market segment. Develop and implement sales strategies and value propositions to capture increased market share and grow the business in this "New Market" for our client across swine, poultry, and dairy.

Ontario Business Development Manager Cambridge, Ontario

Reporting to the Vice President of Sales and Nutrition, you will be responsible for:

Sales Leadership

- Lead, grow and support a multi-species team of Livestock Business Consultants and Technical Support Specialists focused on growing and developing the business across Ontario.
- Manage the sales team consisting of 3 Dairy Business Consultants, 2 Swine Business Consultants with recruitment efforts under way a third, one Poultry Business Consultant, 2 Production Improvement Specialists and 1 On-Farm Business Intelligence Specialist.
- Provide consistent and regular communication, coaching and mentorship through team and one-on-one meetings.
- Work to build the appropriate sales force, tactically engaged to meet sales goals and fulfil sales plans based on the Business Strategy Wheel, including coaching, hiring and performance evaluations.
- Organize current sales force to maximize effectiveness in terms of prospecting new business, servicing existing business, recruiting for value-added contracts, governance, etc.
- Foster and promote team collaboration and communication across sales, nutrition, technical support, and marketing.
- Bring accountability to the sales force with reference to corporate and individual goals and objectives.
- Collaborate with the Manager of Nutrition to ensure sales and nutrition processes are adhered to and champion the implementation of any future process or system enhancements or changes.

Sales Growth and Support

- Develop strategic plans with the team to capture increased market share with prospective customers on a concentrated level.
- Manage and run a team meeting specifically designed for Customer Game plans, which include Sales and Technical team members.
- Provide training and coaching on prospecting methodology, large customer connections, sales procedures, communications, and pipeline management.

- Create goals and execute actions to gain customers and business with larger producers across swine, poultry, and dairy across Ontario.
- Activate team members from the technical support team and bring them into the sales group leveraging their expertise, tools and reports while developing the new market segment of the business.
- Work to expand existing swine, poultry, and dairy business by passionately pursuing all business opportunities.
- Provide training for Sales team to engage in customers' economic planning, succession planning, on-farm team management, incorporations, and Business plans.
- Develop key indicators of sales growth and regularly track these against goals.

Customer Service & Competitive Analysis

- Build relationships with producers to allow for first-hand field knowledge and where necessary assist with technical support through barn visits, livestock management, data management and organizational support.
- Analyse existing and potential markets, existing market share and obtainable market share goals and sales goals.
- Develop short term and long-term plans to meet these goals in conjunction with the VP of Sales.
- Develop a key account strategy for accounts which represent significant sales or sales potential.
- Be consistently aware of the goals and strategies of the competition and their potential impact on company sales, marketing efforts and the sales force.
- Implement new products and services to combat competitive tactics.
- Ensure that the business is ahead of its competitors regarding products, programs, and services.

Product/Service Development & Deployment

- Ensure the team is actively promoting the use of new, field-tested products.
- Provide existing customer base an opportunity to trial experimental products in the field.
- Ensure the technical support team is researching and discovering the best technology tools in the marketplace for the various types of livestock farms, form a business relationships and distributorship for Canada and incorporate these technologies.
- Encourage and support the use of BI production tools across sectors and divisions including:
 - AgriSyst – dashboard reporting of sow monitoring programs
 - Profit Finder – shipping data analytics with Microsoft PowerBI
 - Hog Margin Optimizer
 - Pig Expert – Farrow to Finish MIS
 - Grow it & Know it – Internet-enabled in-pen scales weekly reporting
 - On-Farm Trials and Reporting
 - In-house poultry data tracking tool
- Work closely with Primary Diets/AB Neo.

Marketing & Public Relations

- Setup and lead educational seminars, trips, team events, training, and the like.
- Attend and participate in Ontario trade shows, symposiums, seminars, industry golf days, industry barbeques etc.
- Organize and lead group meetings with sales, nutrition, technical support, or other internal and external experts/speakers.
- Organize and promote the organization of golf days, hockey nights, customer trips and events in conjunction with swine team members.

Corporate Responsibilities

- Every successful sale is culmination of effort from all areas of the organization. Proper communication across the company is an extremely important aspect of the management of a department.
- Uphold the company's reputation and culture of functioning with a high level of honesty and integrity in all your dealings with customers, suppliers, value chain partners and fellow staff.
- Promote consistent attendance, planning, chairing and participation in sales and town hall meetings.
- Work across the broader group of companies on a national level to drive and develop sales and business intelligence.

Your background includes:

- A Bachelor's Degree or Diploma in Agriculture, Agribusiness, Business, or a relevant field.
- 8+ years of experience in a leadership role in animal feed or nutritional products (preferred).
- A thorough understanding of swine, poultry and/or dairy management is an asset.
- Strong written and verbal communication skills and the ability to communicate effectively across all levels within an organization.
- Experience negotiating, selling, problem solving and the ability to influence others in cross functional areas.
- Ability to frequently travel across rural Ontario, and periodically within Canada and the United States.
- The desire to be a part of a growing and innovative team.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com quoting "**Ontario Business Development Manager - #231101**" or by phone at 416-868-4888 Ext. 5 for further info.

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.