

Our client is a Canadian leader in livestock nutrition that specializes in producing high quality products for customers across the country. As their Ontario Sales Manager, develop and increase livestock feed sales across the province, while managing and coaching a team of monogastric sales specialists. Leverage your network and successes as a sales leader in Ontario to grow the team and build on their reputation of excellent customer service and innovative solutions.

Regional Sales Manager

Cambridge, Ontario

Reporting to the Vice President of Sales, you will:

- Develop, manage, and coach the Monogastric sales team across Ontario by establishing targets, setting expectations, providing regular communication, and overseeing team performance.
- Lead and assist team members to prospect new business and maintain strong relationships by developing target lists, conducting regular regional sales and one-on-one meetings, and overseeing execution.
- Establish growth and support plans to ensure existing key accounts are receiving regular visits, while resolving any customer issues that arise in an effective and in a timely manner.
- Strive to increase average sales per account over time, and other key metrics, by adopting new premixes and feed additives into the product portfolio, while maintaining high levels of communication, removing roadblocks, and providing exceptional customer service.
- Promote new product developments and establish a strategy to trial experimental products with customers in the field, working with the nutrition and marketing teams to ensure alignment with the company's commercial objectives.
- Attend and participate in industry events, including trade shows, conferences and other community events while professionally representing the company, prospecting new business, and attracting sales talent.
- Ensure the timely submission of relevant documents and proper record keeping of sales activities, while encouraging the use of business intelligence tools and systems to leverage account and sales data.
- Collaborate with the Manager of Monogastric Nutrition to ensure sales and nutrition processes, best-practices and systems are aligned, cohesive and their implementation or changes are seamless.
- Research and discover the best technology tools on the marketplace for the various types of livestock farms, form a business relationship/distributorship for Canada and incorporate these technologies.
- Attract, onboard, train and coach new team members, and work closely with the VP of Sales to assess the sales team, analyze strengths and weaknesses, and develop plans to utilize people effectively.

Your background includes:

- A Bachelor's Degree or Diploma in Agriculture, Agribusiness, Business, or a relevant field.
- 5+ years of experience in a sales leadership role in animal feed or nutritional products.
- A thorough understanding of swine and dairy management is an asset.
- Strong written and verbal communication skills and the ability to communicate effectively across all levels within an organization.
- 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 "Regional Sales Manager- #230911" 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.