

Our client is a leader in animal feed and nutrition that specializes in producing high quality products for Canadian livestock and poultry farm operations. Focused on creating profitable opportunities for their clients, they continue to grow their Western Canadian footprint by building off a reputation of excellent customer service. As their new Manitoba Dairy Specialist, develop and increase livestock feed sales across the province by leveraging your network, competitive nature and successes as an agriculture sales professional. Be a part of this growing team as you focus on capturing market share, developing new business and promoting innovative solutions to sustain the dairy sector's competitiveness.

Dairy Specialist Manitoba

Reporting to the Ruminant Team Leader, you will:

- Work collaboratively and meet regularly with the sales team to develop a targeted client prospect list and strategies for a full line of feed products, technologies and feedstuffs for dairy producers across Manitoba
- Generate new business and establish relationships with key accounts by managing nutritional and feeding system data on each dairy farm to diagnose, consult and solve issues quickly and effectively
- Advise the sales team on market insights, competitive price analysis, product selection, growth opportunities in the dairy market and other potential business in the beef cattle market to maximize sales per account
- Manage customer accounts by timely, accurate submission of customer info, ration requests and sales reports
- Support dairy producer's animal nutrition, lactating and farm management needs by providing excellent customer service with a high level of honesty and integrity as you conduct business and promote the brand
- Analyse market data and advise producers based on farm records of rations and field-tested products, while recording information that can be used to generate new business, including numbers of cows fed
- Conduct routine barn tours of client's facilities to diagnose existing challenges and provide ways to improve livestock production and farm operation management practices, including trialling of experimental products
- Provide animal health, genetic, financial, cropping, quota, building or any other requested advice to customers
- Write and submit articles, upon request, to external trade publications or internal marketing newsletters
- Organize, attend and/or participate in Manitoba dairy and cattle related trade shows, sales events, symposiums, seminars, industry golf days and barbeques, local fairs, sporting events, family events and other competitions

Your background includes:

- Post-secondary education in Agriculture, Animal Science and/or Agri-business is an asset
- 2+ years of sales experience in the agriculture industry or equivalent, with a capacity for new business development is required; direct livestock nutritional or feed sales is an asset
- A passion and background in the dairy sector, including experience with milking cows, is a must
- Excellent interpersonal and communication skills, paired with solid organizational skills
- An active participant in sales meetings, team events and ability to collect receivables from accounts within territory

Travel required throughout Manitoba for sales and customer service, while out of province travel for company meetings, industry conferences or market development opportunities.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com quoting "Dairy Specialist - 210303" or by phone at 416-868-4888 Ext. 5 for further info.