
JOB DESCRIPTION

Job Title: Beef Genomics Territory Manager – NSW & VIC

Reports To: Sales and Marketing Manager

Department: Neogen Australasia – Sales & Marketing

The primary focus for the Territory Manager will be overall sales, promotion, and placement of Neogen's (genomics.neogen.com/au) Cattle Genomics/Genotyping products into the Australian Beef Cattle Segment and distribution channels within the assigned geographic territory. Position is field based and requires an unwavering entrepreneurial spirit and internal drive to succeed.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Individual is responsible for management and independent sales organizations to promote and secure business

Create a program for management of distributor sales network, motivating partners to actively promote Igenity products to the industry, and leveraging them to expand Territory Manager's scope of influence

Communicates with existing customer base on a consistent basis to:

- (1) monitor customer satisfaction;
- (2) resolve customer problems and concerns; and
- (3) monitor competitive position. Support distributor as needed

Travel on a regular basis with distributor representatives to manage the territory development

Develops sales plans (Plan of Action) and strategies to penetrate new markets and increase market share and profitability of territory. Provides written updates on a monthly basis.

Develops formal sales plans and strategies to penetrate new markets and increase market share and profitability of territory. Provides written updates on a quarterly basis.

Maintains databases of distributor representatives, key influences, and industry leaders

Meets or exceeds assigned budgeted sales revenues for department.

Aid in organizing customer sales meetings and make presentations

Promotes and sells Agrigenomics products and services offered by the company.

Supports efforts of key business to business accounts by working with their sales persons and telesales to detail products and programs.

Collaborates with communications to develop and provide product marketing material and programs that are effective and profitable.

Represents company and analyzes industry trade shows and meetings to:

- (1) promote products and services;
- (2) increase market and competitive knowledge; and
- (3) identify new products for distribution, OEM or development.

Conducts customer training at sales meeting and ranchers/producer meetings

Sales calls on industry elite producers (>500 head of cattle)

Calls on elite customers and key prospects in the field and by telephone and e-mail, informs them of new and existing products/services, and explains characteristics and benefits. Generates a sales “funnel” of qualified leads and customers

Quotes prices and persuades prospects and customers to buy.

Works with sales team to develop marketing ideas.

Develops long-lasting business relationships with key customers and industry influences to support Neogen’s market position.

Manages customer data and compiles records and reports on sales activities. Records names, address, purchases, and reactions of customers and prospects solicited in CRM software program. Completes field call reports

Strives to ensure expenses remain within budgeted expectations

Portray a positive image of Neogen at all times

Be part of a dynamic sales team including marketers, other sales representatives, consultants, and management.

Other duties as assigned by Supervisor

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to travel up to 75% of the time, with the expectation of working with customers 4 days per week on average.

Education and/or Experience:

- Bachelor’s degree in animal science, ag business, biology, or another related field
- Demonstrated superior sales experience (4 or more years)
- Prefer experience selling into the agriculture sector. Direct experience with ag-biotech; animal health an asset.

Compensation/Reimbursements:

- Base Salary
- % Commission, uncapped
- 12% Superannuation
- Annual Bonus Program
- Business expenses within budget and/or assigned parameters
- Car allowance

Please send your application, including cover letter and CV, to gaa@neogen.com