

# SALES REP: FEED & ANIMAL HEALTH

Feed and Animal Health Sales Representatives are responsible for the selling of products that are manufactured by the company that they work for. They also service the products within the animal sector of agriculture.

## WHAT RESPONSIBILITIES WILL I HAVE?

- Disseminate technical information to veterinarians or related animal health personnel
- Analyze, develop, and implement sales goals and plans
- Maintain and grow the market share within a specific sales territory
- Execute marketing meetings with sales team
- Develop territory business planning template
- Participate in brand forecasting function and accuracy
- Attend regional, annual and vendor meetings
- Work with supplier representatives to install programs or products
- Attend training programs and education workshops to ensure customer satisfaction
- Develop and implement a sales call process to productively manage accounts within a specific territory



## WHAT EDUCATION & TRAINING IS REQUIRED?

A Bachelor's degree in animal science, agricultural business, or related major

## THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, animal science, anatomy, biology, chemistry, mathematics, business courses

## TYPICAL EMPLOYERS

Feed and animal nutrition companies

## FUTURE JOB MARKET/OUTLOOK



## SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- American Feed Industry Association
- Animal Health Institute
- American Society of Animal Science

## AVERAGE ANNUAL FULL-TIME SALARY

\$66,000