

SALES REP: FOOD, FEED, SEED & FUEL

Sales Representatives for food, seed, feed, and fuel market their certain product to different companies within the agricultural sector including producers, suppliers, and dealers. To be able to do so, they are given a certain territory to work within.

WHAT RESPONSIBILITIES WILL I HAVE?

- Maintain and grow a territory of accounts
- Outline and achieve distribution and growth objectives/sales goals within a specific geographic area through effective account management
- Introduce new products, promote improved distribution and ensure promotional results
- Recommend programs for brand building and line expansion of existing brands
- Stay abreast of business/market conditions, intensively plan sales efforts, recognize new opportunities within each account and maintain the necessary territory records
- Provide educational training to accounts through seminars and trade events
- Build and develop the trust and confidence of the retailer through knowledge of products, persuasive presentations, and overcoming objections
- Conduct sales meeting for area distributors



WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's degree in agricultural business or an agricultural major that relates to the product you are representing

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, biology, chemistry, mathematics, business courses, economics, botany

TYPICAL EMPLOYERS

Commodity supply & seed production companies, chemical/fertilizer distributors, equipment dealerships & more

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- Agriculture & Applied Economics Association
- Women in Agribusiness
- Agriculture Council of America

AVERAGE ANNUAL FULL-TIME SALARY

\$61,000