

**Job Title:** National Sales Executive  
**Department:** Sales  
**Reports To:** President & CEO  
**FLSA Status:** Exempt  
**Salary Level:**  
**Approved By:**  
**Approved Date:**



### **Summary**

Manages and coordinates sales activities for the company. Aids in formulating sales strategy with management by performing the following duties personally or through subordinate sales team members.

### **Essential Duties and Responsibilities**

- Develop and expand the sales and promotion of the company's products to major clients and markets.
- Develop and implement strategic sales plans to accommodate corporate goals
- Manage sales forecasting activities and set performance goals accordingly
- Manage sales promotion for regions
- Maintains and manages sales distribution network of distributors and agents
- Build and regularly update a sales forecast for the region with a focus on delivering sales and managing profitability
- Review market analyses to determine customer needs and price schedules.
- Manage sales staffing, training, and performance evaluations.
- Manage activity and coordinate sales distribution by establishing sales territories, quotas, and goals
- Represent company at trade association meetings to promote products
- Participate in buyer meetings and/or headquarter presentations as needed
- Present status of account base during regular progress and quarterly meetings, as needed
- Effectively sell new products, initiatives or marketing programs as needed
- Deliver sales presentation to key clients in coordination with sales representatives
- Meet with key clients, assisting sales representative with maintaining relationships and negotiating and closing opportunities
- Prepare periodic sales report showing sales volume, potential sales and areas of proposed client base expansion
- Monitor and evaluate the activities and products of competitors

### **Leadership/Cultural Responsibilities**

- Contribute to an environment of trust and mutual respect
- Maintain a strong commitment to teamwork and concern for others
- Seek growth and learning opportunities
- Maintain a high level of personal responsibility and ownership
- Use effective communication and listening skills
- Maintain a high level of personal accountability and integrity

### **Education and/or Experience**

Prior sales experience in the feed and ingredient industry is required. Must believe in the products and be able to convincingly sell to others. Additional requirements:

- Bachelor degree (B.S.) or equivalent; or four to ten years related experience and/or training; or equivalent combination of education and experience.
- Minimum four years outside sales experience, preferably with nutrient based products
- Experience in selling through agents and distributors

### **Computer Skills**

To perform this job successfully, an individual should be proficient in computer utilization, including internet usage, Sales Force, Great Plains, Word, Excel, and PowerPoint software.

### **Certificates, Licenses, Registrations**

Valid state Class D driver's license required.

**Other Qualifications**

Potential to travel overnight up to 70% of the time. Actual travel may vary based on specific business activity and demands at any given time.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, individuals must be capable of performing light physical activity as part of the essential functions of the job with or without accommodation.