



Job Description	
Job Title	Territory Manager
Reports to	Regional Sales Manager, Director of Sales and Marketing
Salary Range	
Functional Area	Sales and Marketing

## Full Job Description

### **Major Purpose:**

Supports dealer and/or direct sales efforts to achieve sales budgets. Effectively represent the company and the “Cow Comfort” strategy to dairy industry in assigned territory. Implement company sales and marketing initiatives including dealer development. Support Product management and Customer support with product inquiries and identifying new product opportunities.

### **Major Duties:**

- Establish and achieve sales budgets
- Provide input into company sales strategy and implement in assigned territory
- Lead development of direct sales opportunities with XL dairy farms/producers in assigned territory
- Own the implementation of territory sales and marketing plan
- Provide sales support for dealers in assigned territory including customer meetings and coaching on processes
- Support company marketing initiatives and implement targeted marketing activities in assigned territory
- Support dealer development strategy and implement in assigned territory
- Support training activities with distributors, dealers and customers
- Collaborate with Customer support product inquiries resulting in warranty claims
- Collaborate with Product management opportunities for new product or product improvements
- Participate in appropriate National, Regional or local tradeshow, conferences or fairs

### **Qualifications:**

**Competencies** – Attributes that are critical to individual and organizational success

- Building relationships
- Planning thoroughly
- Driving for sustainable results
- Focusing on customers
- Fostering teamwork

**Technical Skills and Knowledge** – specialized skills, knowledge and abilities needed to perform essential job functions

- Demonstrated sales, marketing and negotiation skills
- Strong understanding of product portfolio and “Cow Comfort” strategy
- Knowledge of dealers and distribution channels
- Skills in interpersonal communications, negotiation and conflict resolution
- Research, maintain knowledge of and communicate status of dairy market
- Understanding of systems that support sales, marketing and product development
- Project management skills and ability to manage multiple projects



**Education** – Formal education or training required to perform essential job functions. May include degrees, certifications, licenses and/or registrations.

- Degree in Agriculture disciplines or relevant work experience
- Degree in Business/Management discipline or relevant work experience

**Relevant Work Experience:**

- Sales experience preferably within the dairy industry – 3-5 years
- Territory management with regular dealer/customer contact – 3-5 years
- Dealer/distributor development – 3-5 years
- Product management and/or Customer support experience – 3-5 years
- Marketing and/or customer acquisition experience – 3-5 years

This job description is not an all-inclusive list of responsibilities, duties or qualifications for the role nor are they considered minimum requirements necessary to perform the job, but rather guidelines.