



Position Description

Title: Sales Representative, Beef Stocker Business Unit	March 2014
Location: prefer residence be based in Columbus, Ohio area – territory includes Eastern Kentucky, Ohio, and Pennsylvania	
Position to which this role reports: Sedona Beef District Sales Manager	
Qualifications	
Education:	Bachelors Degree or higher, preferably in Animal Science, Ag Economics, Ag Marketing or Ag Communication. Candidates with extensive work experience may also be considered.
Work Experience:	2-3 years direct sales or influence experience. Specific professional experience in the Beef Industry preferred.
Other Requirements:	Solid understanding of the unique segments of the beef stocker industry Ability to network in territory with producers and industry professionals Results orientation Strong selling & communication skills Time/territory management Leadership and problem solving skills Business acumen (financial/forecasting skills) and computer proficiency Self-motivation, strong work ethic and passion for Animal Agriculture Ability to successfully work in a dynamic environment.
Travel Requirements:	10% - 40% depending on the territory geography. Travel will be higher during new hire training.
Main Purpose of the Job	
The purpose of the Sales Representative position is to create demand and secure sales by delivering and demonstrating the value of Elanco Animal Health products to customers and the people that influence their product use decisions. Sales territory contacts consist of producers, nutrition influencers, veterinarians, distributor representatives and channel partners. Sales Representatives are held accountable for delivering sales results and implementing agreed to strategies and plans.	
Principal Duties and Responsibilities	
<ol style="list-style-type: none"> 1) Effectively manage assigned territory for business growth. <ol style="list-style-type: none"> a) Build relationships with current customers and help them gain the maximum benefit from Elanco Animal Health products. b) Strategically recruit new business through non customer relationship building strategies. 2) Maximize territory potential using effective time and territory management practices to accomplish the following: <ol style="list-style-type: none"> a) Achieve business metric goals for the entire portfolio of products and meet or exceed expectations for personal visits and other contacts with producers and influencers. b) Retain and maximize existing customer base by providing customer service through face to face visits and other alternative methods of contact. c) Introduce new customers to the products with regular on farm conversations and other targeted prospecting strategies. d) Develop business tactics for both existing and potential customers that may include: <ol style="list-style-type: none"> i) Large and small group meetings ii) Tours iii) Sales promotions 3) Identify and manage appropriate resources to support sales and customer service within the assigned geography. 	

These resources include but are not limited to: Sedona District Manager, Elanco District Manager, local Elanco Sales Reps, Technical Consultants (TC), or other resources that may be identified. This role will also need to be familiar with, and have a good working relationship with other Elanco support people including those in Operations, Credit, Marketing and Customer Care.

- 4) Develop and maintain an annual **territory business plan** to help identify and prioritize opportunities within the territory. This plan will include, but not be limited to:
 - a) Identification of key prospects, and those current customers who present the greatest opportunity to increase sales through their own increased use or their influence on other producers.
 - b) S.W.O.T. analysis of the territory. A S.W.O.T. consists of internal (S)trengths and (W)eaknesses, and external (O)pportunities and (T)hreats
 - c) A component focused on influencers and a plan of how to leverage them to grow the business
 - d) A summary of tactics scheduled and planning dates, relating them back to the factors they address from the above mentioned S.W.O.T. analysis.
- 5) Timely completion of **required reporting** including:
 - a) Complete monthly planning activities (30 day plans, etc)
 - b) Bi-Weekly expense reports
 - c) Daily contact records in the Elanco CRM
- 6) **Support sales team** to maximize results. This includes attending team meetings and conference calls, as well as participating in other various regional and national initiatives such as New Product Training, Safety, and Industry Affairs. Provide assistance, as needed, for colleagues to accomplish broader business goals.
- 7) Actively participate in **continuous learning**. This includes corporately facilitated training meetings, and online courses, as well as independent learning and development opportunities.
- 8) Attend and fully participate in national, regional and team meetings or conferences calls.
- 9) Act in a responsible and professional manner that reflects the Vision, Mission and Values of the organization.

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change (e.g., emergencies, change in personnel, workload, rush jobs, or technological developments).