

Sales Representative: Feed & Animal Health

Description

A sales representative of feed and animal healthcare products sells and services products produced by their company for the animal industry. They disseminate technical information to veterinarians or related animal health personnel, and develop and implement a sales call process to productively manage accounts within a specific territory.

Education/Training Requirements

- Bachelor's degree in Agricultural Business, Animal Science, or related major (required)

Recommended High School Coursework

- Agriculture Education
- Animal Science
- Biology
- Chemistry
- Mathematics

Common Responsibilities

- Share technical information with veterinarians
- 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 a 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

Typical Employers

A sales representative of feed and animal healthcare products is typically employed by feed and animal nutrition companies.

Additional Resources

[American Association of Pharmaceutical Scientists](#)

[American Feed Industry Association](#)

[American Society of Animal Science](#)

[American Veterinary Medical Association](#)

[Animal Health Institute](#)