

Job Title: Poultry Technical Sales Representative
Report to: Poultry Sales Director

Native Microbials is a growing biotechnology company based in San Diego, CA.

About Native Microbials

Native Microbials is a leader in advancing the animal health and nutrition industry through advanced science. Harnessing a proprietary technology platform that decodes the microbial ecosystem in and on animals, Native is able to create and deliver world-class products for animals, from animals. With headquarters in San Diego, Native Microbials maintains multiple field and production operations worldwide. Visit [NativeMicrobials.com](https://www.NativeMicrobials.com) to learn more.

The Position and You: The Technical Poultry Sales Representative specializes in maintaining a strong knowledge of all division products, including the functions and components that enable the products to work. Technical Sales personnel promote and sell products by demonstrating how it works along with the benefits it can offer potential customers, supporting brand interest activities to attract customers to Native Microbials products, and ensuring that the division is viewed as bringing value and technical innovations aligned to our strategic focus on *healthy animals around the world*.

Primary Responsibilities:

- Identify prospects for company, including but not limited to feed companies, premix companies, distribution or other channel partners, independent nutritionists and/or veterinarians and livestock producers.
- Travelling to demonstrate products and educating potential customers about the functions of the product.
- Providing advice about the advantages of products and advising customers of updates and new developments.
- Ability to provide deep technical white boarding, demonstration, and managing a proof of concept aimed towards closure of each potential sale.
- Serve as the sales team's technical encyclopedia during the sale, representing the technical aspects of how the product solves specific customer problems.
- Develop, execute and frequently review annual sales strategy/plans for assigned accounts/geography based on strategic importance, understanding of market, firsthand customer information, and alignment with regional and US strategies.
- Identify and build relationships with primary point of contact for assigned customers, meeting with key personnel and/or decision makers to understand customer needs and identify business opportunities.
- Monitor product performance and customer satisfaction and provide feedback to the company as required.

- Outline strategy for relationship building, solutions, and potential offerings for customer resulting in sales opportunities.
- Develop sales forecasts (by account, product, volume, etc.) to support efficient production planning and raw material purchasing.
- Work collaboratively across all species teams to foster a one Company approach to enhance knowledge of the entire product portfolio.
- Maintain an expert working knowledge of all products in and out of the division of focus.
- Build multi-level and cross functional relationships with strategic new customers.
- Effectively communicate relevant customer, industry, product, and market trends appropriately through the organization.
- Assist in the introduction and representation of products through trade shows, seminars, conferences and other industry opportunities.
- Responsible for developing and meeting learning and development objectives agreed upon with leadership.
- Other duties as needed.

Required Qualification and Experience:

- DVM or PhD with 10+ years of experience in sales & marketing.
- Broad understanding of animal feed industry
- Basic understanding of feed formulation & animal production systems with a focus on poultry operations.
- Ability to transfer technical knowledge into reasons for product adoption
- Effective communication and organizational skills.
- Detail-oriented and a solid understanding of technical nature of sales.
- Ability to communicate technical information effectively, written and oral.
- Service oriented, with integrity and a sense of professionalism.
- Quality driven.
- Self-starter, independent thinker; ability to make decisions.
- Ability to work independently.
- Must be able to travel weekly.
- Strong commitment to customer excellence and needs.

Preferred Qualification and Experience:

- 5 + years poultry industry sales experience.
- Previous sales experience and demonstration of sales success.
- Passion for the poultry industry.
- Bilingual: English and Spanish.

Working conditions

This job may bring you in close contact to large and small domesticated livestock, including but not limited to chickens, cows, pigs, and horses. Field work in farm settings is expected and required.

Physical requirements

Field work may require long periods of standing.

