



**AgriTech Analytics**  
**A division of Holstein Association USA**

**Job Description**

**Job Title:** Sales & Marketing Representative

**Department:** Sales & Marketing

**Reports to:** General Manager

**FLSA Designation:** Exempt

**Job Summary:**

The Sales & Marketing Representative for AgriTech Analytics (ATA) will be responsible for promoting ATA's products and services to current and prospective customers in order to enhance both its customer base and annual sales and revenue goals.

**Responsibilities and Duties:**

1. Increase AgriTech Analytics' revenues by selling the full menu of products and services to dairy producers which will maximize their profitability and better position them in today's competitive dairy industry.
2. Make direct sales calls/visits to dairy producers to secure new accounts and maintain and support existing customers. Depending upon the schedules, workload, travel, etc., the Sales & Marketing Representative should expect to make approximately six client related visits per day.
3. Enhance the knowledge level about AgriTech's services and reports within the industry by attending/participating in DHI Manager's meetings, annual award dinners, National DHI meetings, seminars, and conferences.
4. Work with DHIA industry personnel in order to educate and encourage participation in the ATA program. These personnel include DHI managers, directors, field technicians, and lab management staff. Action items include reviewing current procedures and practices, recommending appropriate changes, and following up to see that the appropriate changes are addressed to meet the customer's expectations and satisfaction.

5. Network with other professionals in the dairy industry to build enthusiasm and support for ATA services and reports. The professionals supporting the dairy industry, such as nutritionists, veterinarians, and bankers play a key role in the decisions made by producers.
6. Plan and conduct meetings of dairy producers and their support staff to educating them about ATA's services and reports, assist in the understanding and use of the reports and files available, and promote sales as a result of this process.
7. Support the ATA marketing efforts of the Holstein Association USA Regional Sales Representatives. Included in these efforts would be to meet with the sales representatives, in their area, helping them better understand ATA's services and reports, provide insight into how records processing within the DHI industry is conducted, and make farm visits with the representatives.
8. Make every attempt to stay current with the dairy industry and, more specifically, how the changes in the industry can impact ATA, ATA services, and the ATA revenue stream.
9. Provide ATA's General Manager with weekly reports that outlines/explains all herd visits in a timely manner and which is recorded in a daily log. Also, provide trip reports summarizing agenda items and discussions at all industry events and meetings.
10. Maintain a professional appearance and demeanor.
11. Perform other duties as required.

**Job Requirements:**

Extensive experience in and knowledge of the dairy industry and animal agriculture is an important part of this position. A minimum of five year's work experience in the dairy industry is required and a bachelor's degree in Dairy or Animal Science is preferred. A high level of sales and marketing skills and proficiency in computer usage including knowledge of Microsoft Office, such as Excel and Word, and email programs is required. A positive and enthusiastic attitude, strong oral and written communication, time management, and organizational skills are a must. The ability to work independently, as well as effectively with others in a team environment, is a must. A valid driver's license is essential.

Send cover letter and resume to Kim Rodriguez at [krodriguez@agritech.com](mailto:krodriguez@agritech.com).