

## **Job description: Sales Manager, CowManager®**

This is a new role within the World Wide Sires Australia business, focused on sales of the CowManager® cow monitoring system, technical support, and back up.

Location: Victoria, Australia

### **Our company.**

Established in 1971, World Wide Sires, Ltd. (WWS) provides genetic and management solutions to address the needs of global dairy producers and ensure the long-term profitability of their businesses. Based in Visalia, California, WWS represents the largest global A.I. cooperative, Select Sires, Inc., and its product lines, Accelerated Genetics, Genervations and Select Sires in Europe, Africa, Asia, the Middle East and Oceania. Established in 2013, WWS Australia is one of the leading suppliers in the country, having quickly gained momentum and demonstrated rapid growth year after year. The quality of the World Wide Sires product is complimented by world-class service. Our team of professionals is dedicated to improving breeding programs within Australia with a range of services, including The World Wide Mating Service (WMS), state-of-the-art Global Training Centre, Global Technical Services Team, and of course, CowManager®.

At the heart of all that WWS has to offer the world, there is a hard-working team of people driven to serve dairy farmers everywhere. We are eager to evaluate their needs and provide solutions. We are dedicated to offering high quality products and services with proven results.

### **Dealer for CowManager®, the world's most innovative cow monitoring system.**

World Wide Sires is the exclusive dealer for CowManager® in Australia.

CowManager® is the world's most innovative cow monitoring company. Headquartered on a dairy farm in the Netherlands, this family-owned company has revolutionized cow monitoring around the world. Through unique and patented ear sensor technology, CowManager® helps dairy farmers increase milk production, reduce costs, improve the health of cows, and deliver higher profit. CowManager® provides the best insights and the most accurate alerts to dairy farmers, telling them which cows are facing health issues and which are in heat.

Australia has been a key market for CowManager® from the start and is a strong part of their future growth plan.

### **Who are we looking for?**

This new position is suited for a self-starter that is driven to further expand CowManager's® position in the Australian market. The Sales Manager is a dedicated role with full focus on sales and technical support for CowManager® customers. Key elements of the role:

- Generation of new business. Main responsibility will be in sales, to gain new commitments from dairy farmers to become customers, or to expand their current system.
- Installation of the CowManager® system at new customers.
- After sales. Follow up with new and existing customers to promote usage and show the value of the CowManager® system to maximize the benefits for the customer.
- Driving lead generation. Coach and inspire the wider WWS team to provide new sales leads.
- Technical support. First point of contact for technical questions regarding usage of the system.

- Stock keeping. Responsible for ensuring sufficient stock is in Australia to reach desired service levels, along with good record keeping of stock levels.
- Sales plan. Regular provision of volume projections and annual budget submission of target sensor sales, including the effort, support, and investments required to reach them.
- Marketing plan. Provision of key inputs to the central marketing team of CowManager®, clarifying support needed for maximum exposure of the CowManager® brand. Focus will be on communication through the internet, direct mailings, and presence at exhibitions.
- Breeding season plan. At this critical time of year, the system needs to be ready and all maintenance must have been done. An operational plan to achieve that is required.
- Front man/woman, global team member, and first point of contact. This role is part of a global team of sales, marketing, and support colleagues with whom good cooperation is key to success.

#### **Capabilities and qualifications of a successful candidate:**

- Experience in an independent sales role with proven results
- Building relationships
- Business acumen and good identification of business opportunities
- Negotiation skills
- Knowledge of dairy farming
- Ambitious, focused on getting results and generating growth
- Proficient communication and presentation skills
- Analytical skills, good with numbers
- Naturally selling on the basis of value
- Capable of providing overview and insight
- Flexibility in working with team members at a long distance
- Progressive thinker that can convincingly sell modern systems for dairy farming
- Bachelor or master's degree in agriculture or technology

#### **Interested?**

Are you interested in the above job or do you have any questions?

For more information or to send you application letter along with your C.V., please contact:

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**Applications close Friday July 31st 2020.**