

SACK DIVISION – SALES REPRESENTATIVE

JOB DESCRIPTION

Basic Function:

Western Milling is recruiting for a Sack Sales Representative based within the CA Coastal Territory, reporting to the headquarters located in Goshen, CA for the Sack Division of Western Milling. This position is responsible for leading the relationship at the store level, implementing marketing programs and conducting service activities in order to achieve objectives for volume, revenue, profit, consumer experience, retention and satisfaction, under the direction of the Sack Sales Manager. This role is critical for the execution of the marketing strategy and growth objectives for the brands and product lines distributed through the Sack Division of Western Milling. The Sack Sales Representative will be responsible for providing information about market conditions and competitors; activities and sales results. This position will serve the CA Coastal area from N Los Angeles County into Sonoma County.

Essential duties and responsibilities include, but are not limited to:

- 40%
- Execute marketing strategies through activities that service the Sack Feed Division.
 - Initiate and support programs and activities to increase customer retail sales at the store level.
 - Represent OH Kruse to the customer's key leaders/decision makers.
 - Develop strong relationships with dealer personnel as point of contact and service while developing a deep understanding of customer's business.
 - Provide input on marketing strategy by utilizing broad thinking about opportunities and sharing best practices.
 - Competitive market evaluations, develop an understanding of competitors' offers, products and services, as well as identify risks and opportunities for OH Kruse to grow in dealer segment.
- 40%
- Various activities at the dealer level such as in-store merchandising, employee training, inventory reconciliation, feed rotation, customer complaint management, and provide input on promotion opportunities to grow volume and contribution.
- 20%
- Administrative activities related to travel expenses, performance evaluation, store reports and sales reports.

Qualifications and Competencies:

The requirements listed below are representative of the knowledge, skill or ability necessary to perform this job successfully:

- **Education/Experience:**
 - 2+ years Sales experience preferred.
 - A Bachelor's Degree in a related field of study preferred.
 - Strong problem solving, analytical and decision making skills.
 - Highly organized and self-motivated, managing multiple project simultaneously.
 - Computer proficient in basic MS Office programs.
 - Strong collaboration skills with desire and ability to work across and within multiple layers of the organization.
- **Physical Requirements:**
 - Must be able to lift up to 70 lbs easily.

Environment:

- The employee will be exposed to outdoor weather conditions
- The employee may be exposed to chemicals used in the process

Note: Valid Driver's License required for insurance purposes.

Department/Division:	Sack Feed
Reports to:	Sack Division – Sales Manager
Experience Level:	Experienced (2+ years)
Location:	CA Coast Territory
Employment Type:	Full-Time
FLSA Status:	Exempt