

COBA*Since 1946*

1224 Alton Darby Creek Rd.
Columbus, Ohio 43228
(614) 878-5333
FAX 614-870-2622

POSITION DESCRIPTION

Title: District Sales Manager
Status: Exempt
Revised: August 2022

SUMMARY:

The District Sales Manager is responsible for all sales (semen, A.I. service, products, CowManager®, embryos, genomic tests) to dairy and beef clients/customers within an assigned geographic territory. The primary focus of this role is to further the genetic development and herd performance of the client/customer's calves and cows via sales, knowledge transfer, applied solutions from our portfolio and provision of superior quality products & services. Must be a leader and team player both locally and with cooperative as well as federation support staff. Additional duties include promotion of COBA/Select Sires brand and company products, developing and expanding the client/customer base. A key element of this role will be to provide primary supervision and scheduling of all area Reproductive Services Client Managers (RSCM).

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Primarily responsible for sales of exceptional quality semen and artificial insemination products and services to dairy and beef herd clients/customers. Overarching goal is to provide oversight to the collective sales efforts of all RSCM in an assigned geographic region or territory. Regularly promoting all services and products offered by COBA to clients/customers.
- Specifically, this role shall promote the development of a genetic strategy for each customer at times on their own or in concert with support staff. This will include the utilization of such programs as Select Mating Service® (SMS) including StrataGEN®, Select Reproductive Solutions® (SRS), and other programs like Optimal Genetic Pathways (OGP) as valuable tools available to the dairymen. This will include the use of technology ranging from Power BI, to SMS/StrataGEN within assigned sales territory.
- Serve as an educated resource for reproductive, genetic information, and related issues. May provide key expertise to clients/customers in support of overall herd development. Routinely monitor customer needs and continue to educate them concerning the services and products offered by COBA.
- The District Sales Manager is assigned a specific territory for the purposes of efficiency of travel and development of relationships with RSCMs and clients/customers. Having the ability to assist with or perform A.I. would be a plus for the rare occasion of need.
- Gathers, enters, and analyzes sales & market information and relevant data from RSCMs. This information is captured into the company's CRM application. Utilizes this information to strategically expand the territory customer base as well as to

continually improve their knowledge of dairy and/or beef genetics, including success rates and reproductive trends. Will use relevant technology tools supporting performance (budgeting, A/R management, client prospect data) and team/company communication tools. Specific current tools include Acumatica, Microsoft Teams, StrataGEN and Bluejeans.

- Follow company accounts receivable policies and maintains customer accounts receivables at a level deemed acceptable by COBA management. Develops annual budget for all sales items for themselves and assigned RSCMs.
- Attends various sales and marketing events including meetings, conferences, educational seminars, and trade shows as requested both locally and nationally. Serves as a company representative at industry functions and within the larger community. Provide a strong and positive COBA presence at dairy and beef industry events within the assigned territory/region.
- Monitors and maintains a suitable semen and herd management product inventory. Shall be responsible for ensuring that product efficacy is maintained via rotation of product inventory by expiration date. Will also be charged with maintaining any assigned company equipment, including regular care and maintenance and safety inspections of a company vehicle.
- Establishes, maintains, and maximizes efficiencies in all RSCM assigned routes.
- Must review all hazmat training materials and pass an examination every three years. Maintains hazmat protocols as set forth by the company.

QUALIFICATIONS:

- Associates or bachelor's degree in animal science, agricultural sciences or related field is desirable. Past proven experience in the field of reproductive management is also a preferred competency.
- Demonstrated previous sales, team leadership/supervision of greater than 5+ years is considered beneficial in achieving success in this role.
- Proficiency with various business software applications (email, MS Office products, Acumatica and CRM systems) is critical and exposure to industry specific software such as Dairy Comp, PC Dart, or other dairy management programs or herd management applications is advantageous.
- Demonstrated ability to communicate, both verbally and in writing, with fellow employees, clients/customers, and external vendors in a professional, articulate, and respectful manner.

- The position requires a highly motivated and organized individual that is willing to diversify and multi-task. Detail oriented and organized with the ability to work with multiple customers independently and within a team structure. Follow through and responsiveness is also critically important.
- Able to prioritize and regularly re-prioritize customer and employee needs based upon business demands in the midst of multiple requests from various entities. Possess a strong commitment to customer service and the adherence to deadlines and expected delivery dates.
- Essential to possess a passion and desire to continuously improve their skills and work productivity.
- Ability to converse in both English and Spanish is a highly valued skill. Minimal bilingual language skills are helpful in communicating with clients/customers and their staff.
- Comfort in working in a small company atmosphere at a fast pace. Additionally, this position requires self-initiative and an unselfish desire to lead and promote subordinates.
- Serving in an outside sales capacity, this role requires the possession and maintenance of a valid driver's license. In addition, the District Sales Manager must maintain a safe driving record and adhere to all company policies set forth regarding operating a motor vehicle in a sales capacity.
- Physical requirements for this role shall include possessing the ability to bend, stoop, kneel, crouch, climb, lift, and carry up to 100 pounds on a regular and/or occasional basis.

This position description is intended to be dynamic and subject to change. Position requirements and essential functions may be altered from time to time based upon the needs of the organization and department. This position may be required to execute special projects or other related duties on occasion.