

# DAIRY BREEDING ADVISOR

You will primarily be responsible for prospecting new clients, business development, and account management in dairy herds within a defined territory of the AU sales team. You will be successful in this role by the amount you can drive margin and contribution in a region of strategic accounts.

Alta Genetics is a global livestock genetic improvement and reproduction company with global teams working with major cow populations all over the world. We are dedicated in developing long-term partnerships with leading progressive dairy and beef producers by applying superior knowledge and expertise to drive herd profitability.

Our team passionately pursues our mission to create value, build trust and deliver results for each other and our progressive partners around the world. Alta is a subsidiary of the URUS Group.

## PRIMARY RESPONSIBILITIES

- Assess producer needs and deliver upon requests.
- Promote and sell Alta's genetics, related products, and services to retail and wholesale accounts.
- Provide an excellent and efficient service to clients; by providing a superior level of consulting
- Provide continuous improvements to our clients, based on assessment of their individual business needs
- Increase Alta's market share through existing customer base and core business of large herds
- Actively seek out, develop, and manage new business to maximize sales
- Educate dairy producers and industry partners regarding the value of Alta's products and services, as well as the latest reproduction and management technologies.
- Promote Alta products and services at local and regional dairy events
- Participate in domestic or corporate projects upon request
- You will deliver value-added genetic solutions and programs while increasing sales volume within the given sales territory
- Review monthly sales reports to develop an understanding of how to reach the established sales targets
- Create and maintain effective working relationships with internal and external customers via professional and respectful interaction.
- Continuously advance your skills through internal Alta trainings including SALES Process, Genetic Consultation, and Repro Consultation training to progress you to the next level.

## SKILLS AND QUALIFICATIONS

- Previous experience in the dairy/beef industry is required
- Must have exceptional relationship building and communication skills
- You must be a self-starter, results oriented and driven by developing win-win solutions
- In depth genetic knowledge and familiarity with dairy management software programs are considered assets
- Considerable travel within your region is required

## INTERESTED?

Please submit your resume to [jayde.lee@altagenetics.com](mailto:jayde.lee@altagenetics.com).

For more information about Alta, visit [australia.altagenetics.com](http://australia.altagenetics.com).