

## Breed Association Representative

### Position Description

A breed association representative presents, sells and supports products and services for dairy farmers and businesses. They contact potential buyers, present products and services, answer questions and discuss pricing. They work from an office but travel across the country to do what it takes to keep the breed progressing and build customer satisfaction with the services offered by the breed association to help dairy farmers succeed. Representatives are responsible for generating leads and meeting sales goals. Duties will include sales presentations, product demonstrations, helping customers register their animals, conducting educational workshops and attending industry meetings and trade shows.

### Education Requirements

- A bachelor's degree in animal science, or related agricultural field of study is preferred.
- Representatives must know their products inside and out.

### Helpful Skill Set

- Good verbal communication skills and customer service.
- Proven sales ability.
- Dairy cattle management experience.
- Understanding of dairy genetics.
- Effective organizational and time management skills.
- Assist dairy producers in increasing profitability through the utilization of different skill levels.
- Technical skills to train customers how to use programs.
- Problem solving skills.
- Dairy software proficiency.
- Analyze territory data to optimize customer calls and keep accurate records on activities.
- Ability to travel.
- Desire to sell and gain market share.

### Network Development

- Industry connections and on-farm experience.
- Become active in local, state and national breed associations.
- Stay involved in 4-H and FFA.

### Work Experience

- Job shadowing to gain good understanding of a breed's value.
- On farm experience.
- Seek internships on various dairies.

### Keywords

sales, customer service, consulting, training, genetics, communication, pedigrees, data



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