

## Position Objective and Responsibilities

### Job Title: Livestock Specialist

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Reports To: \_\_\_\_\_ in the  
\_\_\_\_\_ department.

### Position Objective

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To sell feed and all related products in a manner that will optimize the cooperative's market share and savings, improve the cooperative's efficiency, help achieve the cooperative's mission and goals, and result in outstanding customer service.

### Position Responsibilities

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The livestock specialist's responsibilities involve sales, service, reporting, safety and maintenance, and other duties as requested by management.

The livestock specialist will maintain a positive attitude that promotes team work within the cooperative and a favorable image of the cooperative.

#### Sales

Sales involves assisting in establishing sales goals, assisting in developing and promoting a marketing plan, increasing unit sales and market share, making proper recommendations and applications of products sold, knowing prices of products and services, maintaining current market share, and assisting in developing competitive marketing strategies.

#### Assist in establishing sale goals

1. Work with appropriate employees and/or the manager to establish monthly sales goals
2. Work with management to establish yearly sales and gross margin goals
3. Review sales call reports with department staff monthly
4. Submit sales call recap to management \_\_\_\_\_
5. Analyze sales annually

**Assist in developing and promoting a marketing plan**

1. Work with management to develop a marketing plan and submit it to management by the \_\_\_\_\_ of each year
2. Participate in developing sales and promotion programs

**Increase unit sales and market share**

1. Contact and actively sell to all current and potential customers; follow-up after the sale to ensure customer satisfaction
2. Price product competitively while protecting the cooperative's assets
3. Communicate sales and promotion programs to customers
4. Make as many cold calls as possible per week
5. Update prospect and target lists in consultation with other members of the feed department
6. Refer leads of other products to the appropriate departments

**Make proper recommendations and applications of products sold**

1. Know and use all resources necessary to make proper recommendations and applications of products sold.
2. Correctly identify resources for assistance
3. Keep resource manuals accessible and current
4. Ensure no product problems result due to your recommendation or installation
5. Attend all product updates and service training sessions
6. Clear all major bids with your supervisor

**Know prices of products and services**

1. Be aware at all times of the cooperative's prices on commodities and services and review with your supervisor every \_\_\_\_\_

**Maintain current market share**

1. Lose no customers due to careless performance
2. Keep all customers supplied with product as needed

**Assist in developing competitive marketing strategies**

1. Provide your supervisor with periodic reports of current competitors' strategies
2. Develop plans to counteract competition, with supervisor's approval

**Service**

Service involves providing and promoting the service necessary to meet the department's goals.

1. Serve as a source of technical information
2. Analyze feedstuffs and balance rations
3. Update formulations as market trends change
4. Maintain quality and cost effectiveness as key standards of all formulations
5. Introduce new products and programs
6. Suggest and detail benefits and features of related products
7. Handle claims and complaints promptly
8. Supervise quality control to assure maintenance of product specifications
9. Ensure all services provided assist in achieving department profitability
10. Lose no customers due to services provided by the department

**Reporting**

Reporting involves maintaining and submitting required reports and informing your supervisor of outstanding conditions.

**Maintain and submit required reports**

1. Submit weekly sales reports by the following \_\_\_\_\_
2. Maintain an accurate and up-to-date feed formulation file
3. Prepare a monthly mileage report and submit to your supervisor by the \_\_\_\_ of the following month
4. Inform your supervisor of discrepancies in your reports and invoices as soon as you are aware of them

**Inform supervisor of outstanding conditions**

1. Inform your supervisor of potential problems or potential new business opportunities directly or indirectly related to your department

**Safety and Maintenance**

Safety and maintenance involves maintaining equipment and facilities, operating trucks and equipment safely, communicating safe storage and handling procedures to customers, and upholding company safety policies.

**Maintain equipment and facilities**

1. Maintain vehicles and equipment as recommended by the manufacturer
2. Report any unsafe equipment or working conditions to your supervisor
3. Do not exceed unit expenses of \_\_\_\_\_
4. Meet all federal and state and OSHA regulations
5. Keep up-to-date on laws and regulations related to your area of responsibility
6. Maintain inspection reports and other paperwork as required by federal, state, and local governments

**Operate trucks and equipment safely**

1. Receive no OSHA, state, or federal citations
2. Receive no valid customer complaints concerning your driving

**Communicate safe storage and handling procedures to customers**

1. Ensure customers are informed of safe product handling

**Uphold cooperative safety policies**

1. Ensure department facilities and equipment meet federal, state, and OSHA regulations
2. Make recommendations on replacement, additions, or deletions of facilities and equipment when needed and/or economically justified

**Other Duties**

The livestock specialist will uphold cooperative policies, perform other duties as assigned by management, and will enforce and uphold the cooperative's credit policy.

**Uphold cooperative policies**

1. Uphold all cooperative policies

**Perform other duties as assigned by management**

1. Perform duties as requested by management

**Enforce and uphold the cooperative's credit policy**

1. Make credit terms known to all employees and customers
2. Do not charge to customers on COD
3. Do not extend credit to customers who have not been approved by the credit manager
4. Do not authorize customer charges that exceed set credit limits
5. Keep all personal accounts current