



The Information Platform for Agriculture

Job Description

Job Title: Jr. Sales Account Advisor	Date: January 15, 2024
Reports To: Director – NA Swine	FSLA Status: Exempt - Base Salary + Bonus/Sales Incentive Plan

Summary/Purpose:

MetaFarms is a fast growing, progressive production software company focused on helping pork industry professionals make better decisions by enabling them with technology for real time data access, industry wide integrations and analytic insights increasing their operational efficiencies and profitability. MetaFarms has been in this business for over 20 years and now has significant market share in both the North American and international pork industry. We are well positioned to continue gaining market share with opportunities to further expand globally and to enter additional livestock markets. MetaFarms is in search of a highly motivated Jr. Sales Account Advisor to join our established sales team.

Essential Job Functions:

- Promote MetaFarms products/services by establishing contact and developing relationships with prospects and present recommendations on product introduction and implementation.
- Meet regularly with current and prospective customers to develop and embrace the relationship and elevate their knowledge of the solution platforms.
- Comfortable solution selling to all levels of the decision-making teams.
- Enter, review, and keep up to date with sales opportunities, accounts, and contact information within *SalesForce*.
- With guidance from the Director of North America Swine and sales team, you will develop, formulate, and implement territory sales and marketing strategies, for achieving long term sales growth to potential customers within assigned accounts.
- Identify product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Participate in industry organizations and events/trade shows to maintain awareness of industry issues; gather, assimilate, and analyze market and competitive information.
- Assist in establishment and maintenance of travel/entertainment budget; independently travel as needed, approximately 50-75%.
- Communicate prospective customer requirements to proper internal personnel.
- Achieve or exceed budgeted sales volume for assigned accounts; help develop annual sales budget and update executive team monthly on sales forecast.

- Work closely with implementation, account management and finance teams to meet and exceed customer expectations.

Required Skills and Experience:

- Bachelor of Science degree in animal nutrition, animal science, animal genetics, agribusiness/education, ag-science or a related agricultural discipline or related experience
- Understanding of sales/marketing techniques and knowledge of the assigned products, markets, software technology and customer base
- Deep desire for understanding the use of data and technologies in animal agriculture
- Good organizational and planning skills
- Excellent interpersonal and communication skills (oral, written and group)
- Ability to successfully meet sales quotas for targeted market
- Strong team player

Preferred/Desired Experience:

- Experience with Salesforce or equivalent CRM software
- Experience in Production Agriculture
- Advanced persuasive abilities and negotiation skills in order to influence current and potential customers to MetaFarms products and services

If interested in this position, please email a resume and references to jobposting@metafarms.com or mail to:

MetaFarms, Inc.
1715 Yankee Doodle Road
Attn: Human Resources
Eagan, MN 55121

**This description covers the primary purpose and principal duties of the job. It is not intended to give all details or a step-by-step account of the way each procedure or task is performed.*