



Ioway Farms' Wanyi Grass-Fed Cattle Company

Specialty Meat Sales Representative

The successful expansion of its customer base as part of the Value-Added Producer Grant (VAPG) will require Ioway Farms to seek the services of a dedicated specialty-meat sales representative. This sales representative will be hired on a part time basis in the first year of the grant period and progress to full time employment by year three as their experience and sales skills advance. This position not only serves to bolster the Ioway Farms work force, but will also ensure the continued success of the value-added product beyond the grant period.

Roles and Responsibilities:

The Specialty-Meat Sales Representative will be expected to fully and faithfully execute all tasks laid out in the accompanying grant narrative. Specifically, this hire will be responsible for:

- Taking an active role in expanding Ioway Farms' customer base
- Working alongside the sales and marketing consultants at Taste Profit
- Working with the marketing team to enable successful product launches and promotions
- Conducting annual reviews of sales figures and strategies
- Creating a sales pipeline and leading research for local Kansas and Nebraska retail and retail customers.
- Being available for and actively participating in attending local and regional farmer's markets for direct marketing.
- Contributing to the development of Ioway Farms' e-commerce platform
- Building and managing supplies in response to monthly demand forecasts
- Establishing and maintaining relationships with customers through regular contact
- Processing customer orders and working with other departments to meet clients' needs
- Acquiring new customers by following up on qualified leads

Qualifications, Capabilities, and Experience:

Minimum qualifications for this position include:

- Excellent communication skills, both written and verbal
- Advanced skills in Microsoft Office (Word and Excel) and Google G Suite (Docs and Sheets)
- Ability to prioritize and manage multiple projects under a changing sales environment.
- Ability to analyze prior programs to pull information from customers to determine and build upon their needs.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume into territory reports. In addition, Ability to apply concepts of basic algebra and geometry
- A bachelor's degree (B.A.) from a four-year college or university; or four to six years of related experience and/or training; or equivalent combination of education and experience.

Preferred qualifications for this position include:

- 2 – 3 years' industry experience in sales, customer service, marketing, business-to-business sales, or comparable experience
- Food industry sales background
- Ability to read, analyze and interpret general business documents and procedures.
- Experience writing reports, business correspondence, and procedure manuals.