



Job Title: Sales Acceleration Manager (SAM)

Department: Sales

Reports to:

Effective Date: July 21, 2024

Job Summary: The SAM is responsible for the development and delivery of deployable, repeatable, and scalable sales plays and programs to grow the sales and revenue of CowManager® systems within Select Sires Member Cooperative (SSMC). Will work in close collaboration with outside sales team members and partners across various functions including, program implementation, sales, marketing, operations and finance, to drive sales performance aligned with Cooperative priorities. The SAM will operate across the organization with special coordination within key market areas. The role of the SAM is critical in helping to create strong connective relationships between SSMC, CowManager and customers through managing the development and delivery of sales programs and scalable best practices, tools and resources. The SAM will build cross-functional relationships supporting the development of sales plays and programs focused on sales priorities and engaging customers through strong collaboration, communication and teamwork.

Supervisory Responsibilities:

- *Oversee the daily workflow of implemented CowManager sales programs.*
- *Develop, participate-in, lead and mentor others in a large herd recruitment, implementation and sustainability plan. Develop and adjust plays for area specific success.*
- *Provide constructive and timely technology updates and training to field staff.*
- *Oversee the installation and implementation of CowManager systems.*

Duties/Responsibilities:

- Champion, create and evolve sales acceleration motions and programs for increased sales and revenue regarding CowManager.
- Strong focus on large herd recruitment and implementation.
- Mentor and coach others on the skills needed to recruit and compete in large herd markets.
- Develop expert level knowledge of the CowManager product. Create and maintain efficient and effective solution focused verbiage, with professional, educated and well outlined responses to address and counter customer concerns and/or objections.
- Partner and collaborate with sales staff, vendors and management as well as in other functional areas (e.g., sales, marketing, communication, finance) and across all SSMC area teams to deliver impactful sales programs.
- Manage sales plays and ensure sales programs and solution campaigns are efficiently packaged, communicated and delivered to sales teams and deployed in the market.
- Interact with the area management and sales teams and serve as the central point of contact for area-sponsored sales plays.

- Lead the requirements gathering, development, deployment and ongoing management of sales plays and programs supporting sales priorities.
- Create sales acceleration tools and materials, including conversation guides, toolkits, pitch materials, and ad hoc resources to support sales motion activities.
- Leverage data to measure and report on the sales plan progress, including sharing insights and analyses with executive and sales management teams.
- Facilitate and actively promote sharing of best practices and influence sales plan adoption across all areas.
- Contribute to building a culture of collaboration and mutual accountability across the organization.

Required Skills/Abilities:

- Demonstrated experience in sales business strategy with proven ability to develop and deliver market-wide sales programs leveraging sales methodologies.
- Executive presence including excellent written and verbal communication and presentation skills, and ability to communicate at all levels within large organizations.
- Proven experience managing competing programs and initiatives and aligning focus based on top business priorities.
- Experience in leading cross-functional initiatives and facilitating collaboration across sales, marketing, finance, product, technology and customer service organizations.
- Demonstrated project management skills given that this role involves managing multiple projects with multiple accounts simultaneously.
- Have an entrepreneurial approach and vision, proactive self-starter seeking initiatives to grow and develop.
- Ability to communicate in an efficient and effective way across audiences at multiple levels of the organization.
- Demonstrated ability to proactively identify opportunities to scale and apply insights across programs.
- Strong team player, self-motivated with the ability to work independently at coordinating across functional activities, obtain buy-in and elevate issues at critical junctures appropriately.

Preferred Education and Experience:

Five or more years of relevant work experience with a bachelor's degree or at least two years of work experience with an advanced degree (e.g. Masters, MBA, JD, MD)

- Expert level in sales program development and program management
- Creative self-starter with a bias toward action and proven track record at developing and leading agricultural sales programs.
- Prior experience working collaboratively with sales staff at all levels of the organization.
- Strong Microsoft Office skills are a plus.
- Client-facing sales experience is required.
- Prior experience in genetic and agricultural sales roles is a plus.

Additional Information:

Travel Requirements: This position requires travel 50% of the time.

Needs to live in the mountain or pacific time zones, preferably within an hour of a major airport.

Physical Requirements:

Prolonged periods of sitting at a desk, working on a computer and driving.

Must be able to lift up to 45 pounds at times.