



***Genetic Excellence ... Ideal Cows***

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## **Regional Sales Representative (Internal/External Posting)**

EastGen, proud partner of the Semex Alliance, is currently seeking a dedicated professional with strong sales and negotiation skills for the role of Regional Sales Representative in our Atlantic Canada region. EastGen is a dynamic organization whose employees are part of passionate teams who strive for excellence. We are committed to the professional development of our staff and provide ongoing training opportunities that build on our strengths and develop our talent. This position will be based out of P.E.I. and reports directly to the Regional Sales Manager, Atlantic.

### *Key Areas of Responsibility:*

- Achieve sales targets of semen and farm products to herds
- Maintain a funnel of prospective clients
- Aggressively promote EastGen products and services with integrity
- Effectively negotiate and close sales within sales territory
- Periodically initiate, plan and attend breeder workshop/information nights

### *Core Competencies:*

- This position requires a degree in Animal Science, Business Administration or equivalent work experience.

### *Candidates must also have a high level of competency in each of the following areas:*

- Able to work independently with little supervision
- High level of knowledge of the AI business and bovine genetics
- Working knowledge of Dairy Comp 305
- Proven effective time management and negotiation skills
- High achiever who thrives in a rewards-based compensation system
- Highly motivated team player
- Demonstrated sales skill and ability to produce sales results
- Ability to converse with customers in English and French is an asset

EastGen, a world leader in the field of Bovine Genetics, offers a progressive and challenging work environment and a competitive compensation package. Interested and qualified candidates are invited to submit a resume by

November 21st to the attention of: Human Resources Manager  
Email: [careers@eastgen.ca](mailto:careers@eastgen.ca)  
Fax: 519-821-1268