



## We're looking for a Equine Nutrition Field Sales Representative

**Department:** Sales & Marketing

**Reports to:** Regional Sales Manager

Please send CV to  
[info@plusvital.com](mailto:info@plusvital.com)

Closing date for receipt applications:  
**10<sup>th</sup> February 2025**

Since 1975, Plusvital has been a pioneer in equine supplementation, leading the field with scientifically formulated products that enhance the health, performance, and overall wellbeing of horses at every stage of life and training.

### HOW TO APPLY

Interested candidates should submit their CV and a cover letter detailing their sales achievements and equine nutrition expertise to [info@plusvital.com](mailto:info@plusvital.com).

This job description is designed to provide a clear outline of the role but may evolve to meet the needs of the company and the market. Flexibility and a customer-focused mindset are key to success in this role.

### THE ROLE

We are seeking an enthusiastic and knowledgeable Equine Nutrition Field Sales Representative to join our team. This role involves promoting and selling our range of equine nutrition products, providing expert advice to clients, and building strong relationships within the equine industry. The ideal candidate will have a background in equine nutrition or science, exceptional sales skills, and a genuine passion for improving equine health and performance.

### WHAT WE OFFER

- › Competitive salary and performance-based commission structure.
- › Company vehicle and expense reimbursement.
- › Comprehensive training in equine nutrition and sales techniques.
- › Opportunities for professional development and career growth.

### THE RESPONSIBILITIES

#### Sales and Territory Management

- › Promote and sell the company's equine nutrition products to veterinarians, trainers, breeders, and other equine professionals within an assigned territory.
- › Meet or exceed monthly and annual sales targets.
- › Develop and execute sales strategies to grow market share and penetrate new accounts.

#### Client Support and Education

- › Provide expert nutritional advice and recommendations tailored to the specific needs of clients and their horses.
- › Conduct on-site consultations to assess equine dietary requirements and recommend appropriate products.
- › Deliver product training sessions and educational seminars to clients and industry groups.

#### Relationship Building

- › Build and maintain strong relationships with existing clients to ensure repeat business.
- › Identify and engage prospective clients to expand the customer base.
- › Act as a trusted advisor and industry resource for clients.

#### Market Intelligence and Collaboration

- › Monitor industry trends, competitor activities, and customer feedback to identify opportunities for product development or improvement.
- › Collaborate with marketing and product development teams to align sales initiatives with market needs.
- › Provide feedback on customer requirements and market conditions to internal stakeholders.

#### Administrative Duties

- › Maintain accurate records of client interactions, sales activities, and progress within the territory.
- › Prepare and submit regular sales reports and forecasts to management.
- › Manage travel schedules and expense reports in line with company policy.

### QUALIFICATIONS / SKILLS & REQUIREMENTS

- › Proven experience in sales, preferably in the equine or animal nutrition industry.
- › A strong understanding of equine nutrition, health, and care.
- › Degree or certification in Equine Nutrition, Animal Science, or a related field is preferred but not essential.
- › Excellent communication, negotiation, and relationship-building skills.
- › Self-motivated, organized, and able to work independently in a field-based role.
- › Bachelor's degree in Equine Science, Animal Nutrition, Animal Science, or a related field is preferred.
- › Relevant work experience in equine nutrition or sales may be considered in lieu of formal qualifications.
- › Willingness to travel extensively within the assigned territory.
- › Valid driver's license.
- › Ability to work flexible hours, including evenings and weekends, to meet client needs.