

## **JOB DESCRIPTION: Sales Manager – Veterinary Products**

### **About the job**

#### **Company Description**

The company manufactures world class Human Food Fortification, Personal & Hygiene/Home Care, and Animal Feed Supplement products. We continually innovate our products and are driven to fulfill the needs of our customers efficiently and innovatively.

#### **Role Description**

Sales Manager Veterinary Products viz. Animal Feed Supplements at New Delhi and other location in India. As Sales Manager, you will be responsible for driving sales, developing new business opportunities in Animal Feed Supplements/Ingredients to manufacturers of Poultry Feed, Cattle Feed, Fish/Aquaculture Feed etc., managing key accounts, negotiating contracts, and ensuring customer satisfaction. You will be (a) Acquiring Key Customers/Feed Manufacturers, (b) Activating them by sales, and keeping them Active by regular visits and communication; (c) Creating and managing sales team, distribution/dealer network; (d) Doing Field-work by visiting customers for working with distributors and sales persons; (e) Monitoring competitors and gathering information on their activities. You should be able to formulate and implement promotional activities, sales schemes/trade offers, besides designing marketing collaterals, labels & packaging, digital marketing besides prospect vendors etc. You must have product management experience (i.e. market awareness on trends; market survey, market feedback of new products in domestic & international markets; introduce new innovative products; study international brands not found in Indian market; understands costing and pricing to introduce new products; coordinate with R&D for new product development; designing marketing collaterals, packaging and literature. You should be updated with Regulatory standards. Must be able to travel 15-20 days/month. You will work closely with cross-functional teams and collaborate with internal stakeholders to achieve sales targets and exceed customer expectations.

#### **Preference**

- Strong knowledge and prior experience of developing and driving sales of Veterinary Products and Animal Feed Supplements/Ingredients to manufacturers of Poultry Feed, Cattle Feed, Fish/Aquaculture Feed.

#### **Qualifications**

Prior experience in sales, particularly in the Animal Feed Industry  
Prior experience in sales of Animal Feed Supplements/Ingredients to manufacturers of Poultry Feed, Cattle Feed, Fish/Aquaculture Feed  
Strong knowledge of Animal Nutrition, Feed Supplements and Feed Ingredients  
Proven track record in achieving sales targets and building strong customer relationships  
Excellent communication and negotiation skills  
Ability to work independently and in a team  
Strong analytical and problem-solving skills  
Willingness to travel as required  
Bachelor's degree in business administration, marketing, or a related field

#### **SCREENING QUESTIONS**

- Do you have experience of selling Poultry Feed Supplements/Ingredients to manufacturers of Poultry Feeds?
- Do you have experience of selling Cattle Feed Supplements/Ingredients to manufacturers of Cattle Feeds?

- Do you have experience of selling Fish/Aquaculture Feed Supplements/Ingredients to manufacturers of Fish/Aquaculture Feeds?
- Do you have experience of selling Veterinary Products/Ingredients via GEM/E-Procurement Portals to Government / Public Sector Undertakings / Cooperative Federations / International Organizations?

**Interested candidate please share your cv at:**  
[contact@pmspl.net.in](mailto:contact@pmspl.net.in)