



Sales Representative: Feed and Animal Health

A Sales Representative for Feed and Animal Healthcare products sells and services products produced by their company for the animal industry.



Inspiring Minds to Grow

Funded by the Department of Commerce and Economic Opportunity

career profile

*Name: Rose Manderly
Job Title: Sales Rep: Feed
and Animal Health*

Employer: Ribbon Veterinary Supply Company, Inc.

Education: BS, Western Illinois University: Macomb

 I am a sales representative for Ribbon Veterinary Supply Company, Inc. Our company handles a full line of supplies and equipment used in veterinary practices for both large and small animals. As a child, I remember going along as my dad took our dog to the local veterinary clinic. While there, I remember seeing the veterinarian visiting with a sales representative from a supply company.

 During college, I worked part-time one summer in a local veterinary hospital. I looked after animals that were kept overnight. I sometimes found that we were running low on a few of the supplies we needed. One day a person came by and delivered what we needed to replenish our food and grooming supplies. That got my attention. Upon graduation, I got a job assisting a sales representative, who trained me in how to make calls and communicate about veterinary work.

 My work involves traveling to local veterinary clinics and hospitals promoting the products we carry. At local veterinary facilities, I talk with the veterinarians, practice managers, and others, as appropriate. I have several purposes. First, I determine if the veterinary facility has any particular supply or equipment needs, and I match our products to that need. Second, I may demonstrate the use of products that they have previously purchased. Third, I inform the veterinarians about any new products or services we offer. Fourth, I always provide a sample product of some kind as a “freebie” to the veterinarians. The company I work for also represents computer practice management programs and assistance. In recent years, we have increasingly been involved with digital radiography. In addition, I go to veterinary medical conventions, set up displays, and talk with interested clients about our products.

 I truly enjoy being able to communicate effectively with my customers. I feel I am able to work with them in finding new solutions that fit their situation. Working with my customers to provide the products they need to properly care for animals is one of the most rewarding aspects of my job.



Sales Rep: Feed and Animal Health

overview



A **sales representative: feed and animal health** makes sales calls, arranges informative meetings (individual or group), and sets up exhibits for individuals who are in the production and care of animals.

suggested high school courses



agriscience, biology, communications, business marketing, and animal science

experience needed



Practical experience with animals, particularly from the perspective of health care, is needed along with making sales presentations. Plan and implement a related Supervised Agricultural Experience (SAE) Program.

degree(s) required



A BS degree in agribusiness or animal science (with a business minor) is needed.

potential employers



veterinary supply companies, feed companies, animal equipment supply companies

salary range



\$42,000 to \$65,000

employment outlook and trends



With a growth in agriculture products, the future outlook for sales representatives is predicted to be **excellent**.

professional organizations



American Society of Animal Science (ASAS): www.asas.org/
American Feed Industry Association (AFIA): www.afia.org/
National Institute of Animal Agriculture: www.animalagriculture.org/
Sales and Marketing Professional Association: www.smei.org/



Want to Learn More?

www.agcareers.com
www.illinoisworknet.com/vos_portal/industry/en/Home
www.mycaert.com/career-profiles
www.ffa.org/documents/prof_handbook_introduction.pdf
www.avma.org
www.smei.org/