



## Regional Sales Manager

**Eastern United States (50% Travel Required)**

### About BECO Dairy Automation

BECO Dairy Automation leads the way in advanced milking and dairy automation technologies. Our products — including FlowNexus, ScanNexus, and ParlorOps — are trusted by modern dairies for their rugged reliability, smart design, and 24-hour operational support.

### The Role

Excellent opportunity for an individual with sales experience. An ideal candidate will be a Dairy manager or someone with Ag sales experience who has a strong understanding of the dairy industry. BECO Dairy Automation Company is currently searching for a Regional Sales Manager to call on a dealer network. There are no cold calls required for this position, just developing and maintaining a relationship with a network of dealers. The DSM will be responsible for aggressively growing and supporting the sales, marketing, and profit objectives of the company within their designated territory.

### What You'll Do:

To accomplish this, a district manager must:

- Develop a comprehensive, annual territory sales/marketing plan, in alignment with the sales/marketing strategies and profit objectives of the Company, maximizing the Company's product and service offering within their territory;
- Develop individual marketing plans with appropriate distribution in the territory;
- Performs distribution evaluations and reviews with distribution organization;
- Upgrade distribution to meet the sales/marketing and business objectives;
- Facilitate and support Company/distribution training activities;
- Fill open/replacement areas with new distribution or distribution model as needed;
- Develop a professional relationship with key local industry influencers;
- Conduct all business and personal affairs professionally and ethically.

### What You'll Bring

#### Required:

- Bachelor's degree or equivalent work experience of 5-7 years required in the dairy industry
- Very strong dairy knowledge
- Good communication and computer skills (e-mail, Internet, Microsoft)

- Experience in the equipment industry, preferably with agriculture or manure equipment.
- Experience working with a distribution or dealer network is helpful
- 50% travel required

### Why Join BECO

- Competitive salary and performance incentives
- Company vehicle or travel reimbursement
- Comprehensive health, dental, and vision insurance
- 401(k) with employer match
- Paid time off and travel per diem
- Ongoing professional training and career growth opportunities