



Vacancy

Poultry Sales Executive UK





Kernfarm is a breath of fresh air on the veterinary medicine scene

An unusual disease or outbreak? Complex legislation? Product not available? Spending too much time searching for the right product is not always the best course of action for the herd. At Kernfarm, we think differently. We think in possibilities. And in a more personal manner. Are you not familiar with us yet? Time for a change.

Check [this video](#). We deliver.



Poultry Sales Executive UK

Main responsibilities

Expanding the Kernfarm and FIXR® brands in the UK

- Creating a relevant network of stakeholders in the UK poultry market and representing Kernfarm within this network
- Actively promoting Kernfarm and her products among stakeholders
- Working closely with Management and Marketing Manager to build brand awareness and boost brand values

Launching the Kernfarm poultry vaccines in the UK (Primun Salmonella SE/ST, FIXR® MS-VAC, FIXR® MYC-VAC)

- Gaining local insights in the UK poultry market for Salmonella and Mycoplasma vaccines
- Building a commercial strategy for the Kernfarm vaccine together with Management, Business Development Manager Poultry and Marketing

- Identifying prospects in the market and effectively engaging with them in commercial conversations
- Facilitating technical conversations where needed with the Business Development Manager Poultry
- Effectively positioning Kernfarm product against competitive products
- Ensuring customer satisfaction by providing after-sales care, together with the Sales Assistant and Operational Manager
- Facilitating technical support when necessary in close cooperation with the Business Development Manager Poultry
- Drive commercial conversations with clients to generate sales while maintaining healthy margins

Growing the Kernfarm Flubenmix marketshare and sales

- Working closely with our distributing partners and supporting them

in their commercial needs

- Negotiate distribution agreements with the local partners
- Building and executing a yearly commercial plan together with local partners, Management, Business Development Manager Poultry and Marketing
- Co-develop an effective strategy to grow in-feed usage of de-worming treatments versus water soluble products in the market


Business development

- Keeping an open conversation with key stakeholders in the market about their needs and challenges
- Identifying potential opportunities for new Kernfarm products for trade under special import or for registration
- Being the liaison between Business Development and the market for any new business cases

Competencies for the position

- Extensive knowledge of the UK poultry market and network
- Self-starting, hands-on and entrepreneurial
- Ambition to create something new
- Customer first mentality
- Good eye for commercial opportunities
- Able to connect easily with potential stakeholders
- Team player with a healthy work-life balance
- Down to earth personality, shows honesty and integrity both personally and professionally

What Kernfarm has to offer

- Opportunity to have immediate impact in the market and achieve real results
 - Adding value in the market by bringing innovative solutions and true customer focus
 - Getting things done by keeping it simple and can-do mentality
 - Working in a dynamic, professional and fun environment
 - Ownership and trust
 - Healthy work-life balance
 - Market conform remuneration
 - Opportunities to grow and develop
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We are Kernfarm

At Kernfarm we have one common goal every day; to have fun at work. Would you like to work for a growing, innovative company that has "fun" as its standard? We look forward to meet you!

Check [our team](#)

