

Position Announcement: Regional Sales Representatives

Suther Feeds has spent more than fifty years serving livestock producers with a simple belief: **Your Success is Our Success**. That purpose guides every recommendation we make, every relationship we build, and every product we stand behind. As we continue expanding across the Midwest and Southwest, we are adding Regional Sales Representatives to strengthen our presence in Eastern Oklahoma and Western Oklahoma. Inquiries from additional regions are welcome as we evaluate future territory needs.

These openings are ideal for individuals who are avid learners who value continuous improvement, enjoy developing their professional craft, and take pride in helping livestock producers identify nutrition, production, and management gaps that impact performance. If you want to learn from experienced mentors, develop your own style, and contribute to a team that measures success through producer outcomes, you will thrive here.

Role Overview

Regional Sales Representatives manage customer relationships, identify and develop new business opportunities, and execute structured sales plans within assigned territories. Success requires discipline, strong communication skills, livestock nutrition insight, and the ability to use Suther's Playbook to identify and close nutritional gaps—earning trust, creating value, and asking for product orders as a natural next step. This is a remote position with daily travel throughout the region.

Key Responsibilities

- Build and maintain strong in-person relationships with ranchers, feedyards, and dealer partners
- Deliver exceptional customer service and leadership
- Execute a structured sales plan to achieve territory sales goals
- Assist producers in identifying nutritional, production, and management gaps using the Suther Playbook
- Drive product sales growth across Beef Cow/Calf, Stocker/Backgrounder, and Finishing segments
- Work independently with strong time-management habits while consistently closing new business
- Document and evaluate customer and prospect interactions using Suther's Customer Tracking System (CTS)
- Expand knowledge of ruminant nutrition, ration formulation, and production systems through company-supported training
- Represent Suther Feeds with professionalism, integrity, and alignment to our mission and values
- Embrace Suther's Quarterly Review process to support professional development, alignment, and measurable progress

Qualifications

Required

- Bachelor's or Associate degree in Animal Science or related field preferred
- OR minimum two years of professional experience in cattle production
- Proven customer service and sales skills
- Ability to work independently and travel extensively within the region
- Strong organizational skills and comfort with technology
- Creative problem-solving ability and sound judgment
- Excellent communication and interpersonal skills

Preferred

- Experience in feed sales, livestock nutrition, or cattle operations
- Demonstrated success managing a sales territory

Soft Skills & Cultural Fit

- Professional, dependable, and self-motivated
- Positive, solution-focused mindset
- Strong time-management habits and adaptability
- Commitment to continuous learning and improvement
- Alignment with Suther Feeds' mission, values, and customer-first culture
- Desire to learn from experienced mentors while developing your own effective style

Compensation & Benefits

- Salary commensurate with experience
- Health and dental insurance
- 401(k) with company contribution after waiting period
- Monthly expense reimbursement
- Equipment support package
- Profit-sharing process
- Remote work structure with daily regional travel

Territories

Primary focus areas include:

- Southeast Kansas
- Western Kansas
- Oklahoma
- Northern Texas
- Inquiries from other regions are welcomed as Suther Feeds evaluates future territory expansion.

How to Apply

Interested candidates are encouraged to submit a résumé including work references.

Contact:

Suther Feeds – Regional Sales Representative Openings
Phone: 785-292-4414
Email: careers@sutherfeeds.com

