

***Position Description:  
Reproductive Service  
Specialist***



Reports to: Reproductive Services  
Manager

**Main Responsibilities:**

1. Maximize sales and service for Select Sire Power in the region
2. Provide insemination and reproductive services to members of the cooperative
3. Work closely with the Regional Marketing Manager and Reproductive Services Manager in identifying and servicing key accounts for service
4. Become familiar with the Select Reproductive Solutions reproductive assistance program in order to explain its benefits to customers
5. Develop reproductive assistance skills such as tail painting and timed AI protocol knowledge to maximize return to the customers served in the area
6. Continue to develop technician skills that will benefit the members of the cooperative by attending additional educational events and training opportunities
7. Identify areas of potential growth for the company in order to recommend sales expansion opportunities
8. Represent Select Sires at regional, state, and national events where participation provides return to the members of the cooperative
9. Become familiar with the Cow Manager and SCR Heatime activity detection systems in order to explain benefits of the systems to customers
10. Collect accounts receivable in a timely manner
11. Assist the Reproductive Services Manager in developing specials, giving price feedback and preparing other marketing tools
12. Oversee and lead product sales to technician customers in the area of coverage
13. Provide feedback to Regional Marketing Manager and Reproductive Services Manager on the activities of competitors in the area
14. Other tasks as assigned

**Success measurements:**

1. Market share of dairy herds in the area of service that begin using and continue using Select Sire Power technician semen and services
2. Growth in technician units sold in the area
3. Growth in total semen dollars sold in the area
4. Growth in total product sales in the area
5. Increased overall profitability of the cooperative
6. Increased collection of accounts receivable at an efficient level