

Commercial Lead - Youngstock Specialist

Nobody's telling the calf starter feed story yet. This is the role that gets to write it.

Reports to	Managing Director
Location	Home-based: M6 corridor / West Midlands (your proactive base; national enquiries also route to you)
Hours	Full-time, self-directed
Salary	£50,000 – £60,000, dependent on experience
Package	Car allowance + performance-based bonus

ABOUT SUNDOWN

Sundown has spent 50 years manufacturing Nutritionally Improved Straw pellets (NIS) and a range of premium animal bedding products for the equine, pet & poultry markets. That same manufacturing expertise is now being applied to a new frontier: a range of Complete Calf Feeds built on the starch-carrying properties of NIS (Nutritionally Improved Straw), a genuinely differentiated product with a real economic case for dairy and beef farmers.

THE OPPORTUNITY

The rearing of dairy youngstock in the UK is underperforming the USA & Europe. Early rumen development is the key to capture the opportunity provided by a successful milk programme. There's a genuinely better economic answer available to farmers, but right now, almost no one in the market is making that case. That silence is the opportunity: whoever puts it in front of the right farmers first, and does it credibly, effectively owns the conversation.

Sundown has already done the hard part, significant investments have enabled the production of a completely new specialised range of Complete Calf Starter Feeds, the science and the economics both stack up. What's missing isn't substance, it's presence. Sundown isn't yet a name farmers associate with youngstock nutrition, and nobody has built the machine to change that.

This is a founding role, not a maintenance one. You'll identify the farmers ready to move first, prove the economics with them, and use their results to open-up the rest of the market; building the model as you go, backed by a business that's genuinely investing in getting this right.

This isn't hunting alone, either. Winning a farmer is the start, not the end; keeping them, growing the account, and turning their results into referrals is where the real, compounding value sits. You'll also pick up enquiries that land directly with Sundown from anywhere in the country; the M6 corridor is where you'll build proactively, not a boundary on what's yours.

WHAT YOU'LL OWN

Market & Pipeline Development

- Research and build a target list of technically-driven, open-minded dairy and beef farmers, as a reference point, 500+ cow dairy herds who buy on outcome, not price
- Generate your own leads from a standing start; there is no inherited pipeline
- Identify the innovators most likely to try something new first, and know when to walk away from those who won't
- Identify opportunities for further specialist products to address customer needs

Sales & Relationship Building

- Take the economic case for Sundown's Complete Calf Feeds directly to farmers, turning technical performance into a financial argument that lands
- Challenge entrenched thinking in a market that defaults to price over outcome
- Grow and retain existing accounts as much as win new ones. Value compounds through renewal and referral, not just the first sale
- Handle enquiries that land with Sundown directly from anywhere in the country, alongside the patch you build proactively

Commercial Ownership

- Run this business unit as if it were your own. Set your own plan within the commercial objective, and be judged on the outcome
- Feed insight back into product, pricing and messaging as the go-to-market model gets proven
- Lay the foundations of a sales approach that could grow into a wider team as the business scales

WHO WE'RE LOOKING FOR

	Essential	Desirable
Experience		
A track record of building a sales pipeline from scratch, not just managing an inherited book	X	
Sales experience within the agricultural or rural sector, ideally with dairy or beef farmers	X	
Full, clean UK driving licence: this is a field-based role with regular travel	X	
Experience selling a premium-priced product on an ROI or outcome basis rather than price		X
Knowledge & Skills		
Confident turning technical or scientific detail into a clear commercial and financial argument	X	
Strong prospecting and lead-generation skills, comfortable operating without a pre-built list	X	
Working knowledge of ruminant nutrition		X

Attributes

Decisive and self-directed, sets their own plan and wants to be judged on results, not process

X

Genuinely energised by building something from nothing, not maintaining what already exists

X

Confident challenging established thinking, including a farmer's own long-held views

X

Disciplined enough to walk away from a bad prospect rather than chase it out of habit

X

Ambition to grow this into a leadership role as the business unit scales; a future step, not a day-one requirement

X**WHAT SUNDOWN OFFERS**

- Genuine commercial ownership of a new, differentiated product from day one
- Full autonomy over territory, target customers and approach
- A bonus structure tied to individual results
- The chance to shape what this business becomes, currently its owners are actively investing in its next chapter

This job description is intended to provide the general nature and level of work to be performed. It is not intended to be a comprehensive list of all duties, responsibilities and qualifications.