

## Position Description

### Technical Sales Representative

RESPONSIBLE TO: Regional Sales Manager

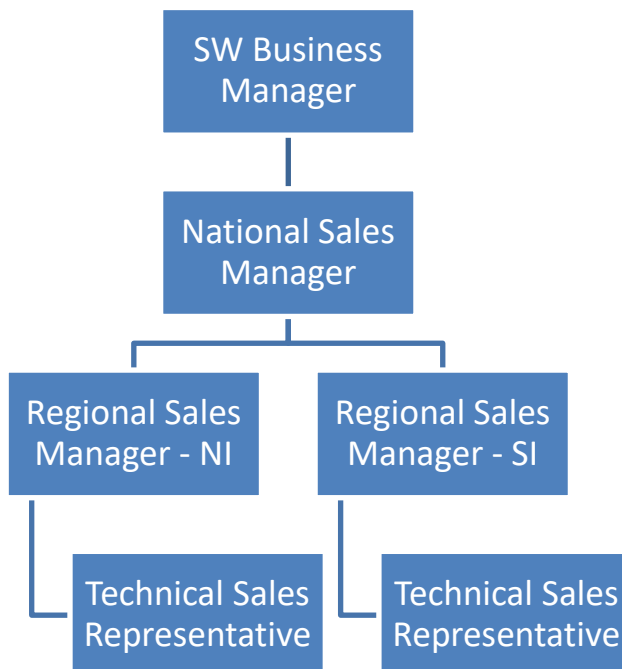
GROUP: Seales Winslow Ltd

LOCATION: North Island, South Island

## Position Purpose

To retain and expand existing customer business and acquire new business through effective sales, relationship management, marketing and business development strategies and activities to achieve territory and regional objectives.

## Organisational chart



# Key Responsibilities

| KEY RESPONSIBILITIES                   | KEY TASKS   |
|--|---|
| Planning                               | <ul style="list-style-type: none"> <li>• Develop a detailed Territory Plan including customer lists (existing and prospects), classification based on current and potential value, sector analysis, market share, call cycle and seasonal targets / KPI's.</li> <li>• Align territory plan with regional and national sales strategy.</li> <li>• Identify Retain and Grow opportunities and when, how to implement.</li> <li>• Integrate Ballance "RBA" synergies into annual program</li> </ul>  |
| Training & Development                 | <ul style="list-style-type: none"> <li>• Ensure development plan in place and reviewed at least 6 monthly.</li> <li>• Sales capability and effectiveness to be a priority.</li> <li>• Schedule at least 6 x coaching days per year with RSM</li> <li>• Identify project work to compliment and build your overall capability</li> <li>• Attend and participate in technical trainings to grow technical capability</li> </ul>   |
| Relationship Management                | <ul style="list-style-type: none"> <li>• Call cycle maintained.</li> <li>• Customer enquiries, complaints followed up.</li> <li>• Internal cases processed to company standards &amp; timeframes.</li> <li>• New products and information shared with internal &amp; external stakeholders.</li> <li>• Implement structured sales planning &amp; techniques – eg. POPSA</li> <li>• Referrals requested and followed up.</li> <li>• CRM maintained and current.</li> <li>• Customer activities &amp; interactions logged in CRM to company standard.</li> <li>• Above tasks completed timeously and / or within set timeframes</li> </ul>  |
| Growth                                 | <ul style="list-style-type: none"> <li>• Focus on opportunities and "value pools".</li> <li>• Contribute to regional growth strategies and tactical plans.</li> <li>• Utilise warm leads from connections (SW, BAN, Merchants, Other)</li> <li>• Generate leads through cold calling, prospecting, networking and developing strategic partnerships.</li> <li>• Identify customer's business strengths and needs.</li> <li>• Develop and deliver business proposals.</li> <li>• Attend or generate regional Fielddays, Industry days, Events, Tours or Conferences</li> <li>• Follow regional industry trends and consider relevance for SW.</li> <li>• Report on successes and areas needing improvement.</li> </ul>   |
| Thought Leadership                     | <ul style="list-style-type: none"> <li>• Ensure new customers understand the importance of feed to meet their business goals</li> <li>• Ensure agribusiness professionals are engaged locally</li> <li>• Extract and understand farm business goals and then link opportunities and investment back to these goals.</li> <li>• Uncover all relevant farm system information to aid proactive on farm decision making around nutrients.</li> <li>• Understand dairy, sheep, beef, goat and deer farm systems at an extensive level before moving into solutions (emphasis on connect, collate and diagnosis)</li> <li>• Ensure SW's reputation is maintained and enhanced within the industry and the community</li> <li>• Demonstrate the value of SealesWinslow products to retain brand value &amp; margin</li> </ul> |
| Performance and Continuous Improvement | <ul style="list-style-type: none"> <li>• Continuously identify and evaluate opportunities to improve and add value to the business through internal and external connections.</li> <li>• Constantly challenge the status quo with a view to identifying improvement opportunities.</li> <li>• Support Regional and National Engagement Plan</li> </ul>  |
| Safety, Health and Environment         | <ul style="list-style-type: none"> <li>• Demonstrate Safety, Health and Environmental compliance and behaviours with a focus on continual improvement.</li> <li>• Participate and demonstrate a culture of Care, Ownership, Wellbeing and Safety (COWS)</li> </ul>  |

*This job specification is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended considering the changing needs of the organisation.*

# Person Specification

|                          | ESSENTIAL   | PREFERRED   |
|--------------------------|---|---|
| Qualifications           | <ul style="list-style-type: none"> <li>Tertiary education</li> </ul>  | <ul style="list-style-type: none"> <li>Dairy Production Systems or equivalent in other sectors</li> </ul>       |
| Knowledge and Experience | <ul style="list-style-type: none"> <li>Strong knowledge base of the NZ Agricultural Industry with strength of understanding in the dairy, sheep &amp; beef sectors</li> <li>In-depth knowledge of business products and value propositions</li> <li>Company values are understood, embraced and actively demonstrated</li> <li>Company H&amp;S procedures are understood, embraced and actively demonstrated</li> </ul>   | <ul style="list-style-type: none"> <li>Strong knowledge base of and understanding of the deer sector</li> </ul> |
| Skills                   | <ul style="list-style-type: none"> <li>Computer literacy</li> <li>Customer relationship management</li> <li>Goal and target setting</li> <li>Achieving or exceeding targets</li> <li>Strong personal brand demonstrated</li> <li>High level of communication and presenting</li> <li>Strong influencing and negotiation</li> <li>Resilient</li> <li>Analytical</li> <li>Able to cope with pressure and setbacks</li> <li>Highly Motivated</li> <li>Able to work remotely and self-manage</li> <li>Adaptable between working alone and teamwork</li> </ul> | <ul style="list-style-type: none"> <li>Strategic forward thinker</li> </ul>                                     |
| Competencies             | <ul style="list-style-type: none"> <li>Understand and connect with others</li> <li>Influence others</li> <li>Understand information to solve problems</li> <li>Be customer focussed</li> <li>Apply know how</li> <li>Adapt and promote change</li> </ul>  |   |