

# Regional Sales Manager

## Kaiwhakahaere hokonga a rohe

### WHO WE ARE - KO WAI MĀTOU

At Farmlands - Te Whenua Tāroa, our vision is to be the 'go-to for everyone connected to our land. We're always backing Kiwi's – rain or shine, year in, year out. We work as one – we help each other, we win together. We're rural people supporting our rural communities looking after our land and our people.

### OUR VALUES – NGĀ UARATANGA

#### Be you - mōu ake

It takes all sorts to make an awesome team. Diversity, different perspectives and a fresh approach to problems make everyone in the team stronger. It's not who you are or what you look like, it's all about what you bring to the table that matters.

#### Minds open - hinengaro tākoha

We came from a generation of greatness. It gives us the solid foundation to move on, focus on the future and use our creativity and ingenuity to build Farmlands for the next generation.

#### See it through - whakamaua kia tina

We're a team. United through our love of the land and the communities we serve. We back ourselves, each other, and get behind the decisions we make together.

### POSITION PURPOSE – TE PŪTAKE O TE TŪRANGA

Reports to - Kaiwhakahaere: General Manager – Field Sales  
Your Team – To tīma: Sales  
Direct reports - Kaimahi: Up to 10

To lead a cross functional field sales team of Technical Field Officers, Technical Advisors, Fuel Territory Managers and Nutrition Specialists to drive market share growth. This role owns the shareholder relationship and delivery within their geographic region, via all Farmlands channels. We are driving for an adaptive performance-led culture and this role leads the execution of this with their teams.

### KEY ACCOUNTABILITY AREAS – Ngā wāhanga mahi

#### Safety and wellbeing - Haumarutanga

Actively contribute to a safety-first culture by:  
Keeping yourself and others safe, and participating in safety and wellbeing activities  
Speaking up if you see something that is not and could injure yourself or others in the workplace  
Ensuring that all KPI's, policy and procedure requirements related to safety and wellbeing are completed on time and in full, every time

## General - Whānuitanga

- Lead, develop and empower a high performing and engaged field sales team, leading the Farmlands way for Sales to deliver on determined targets and performance standards.
- With the support of the Regional Retail Manager, drive an adaptive performance led culture in the field sales team, with high levels of accountability, clarity and measurable results
- Evaluate the performance of each team member against the established targets and standards and coach these team members to reach and exceed these targets/standards
- Develop the capability of the field sales team to meet and exceed targets and performance standards
- Ensure the delivery of Farmlands non-negotiable people practices within the team
- Coach, develop and support the field sales team, with a focus on overall team engagement, retention of key talent and succession planning
- Lead the development of a learning culture by prioritising learning and development activity delivered through the Centre of Learning and enabling team members to engage in learning and take ownership of their development.
- In conjunction with the Regional Manager and other key stakeholders, execute the Farmlands One Plan for the field sales team.
- Deliver a high standard of customer/ shareholder service through the field sales team, without compromising the commercial needs of the cooperative
- Ensure the field sales team is fully utilising the CRM and is leveraging the benefits of this and other relevant technologies to aid in reporting and decision making.
- Provide insightful analysis and reporting on all sales activity within the area.
- Keep abreast of latest innovations and future trends within the rural sector and ensure these are communicated to the field sales team and key stakeholders.
- Work with key stakeholders to ensure key information is communicated effectively, to enable the delivery of customer plans and to achieve targets and KPIs
- Work with key stakeholders to identify product and services development, opportunities and issues.
- Maintain and ensure continuous growth within the area, through ensuring all sales activities in the area maximise sales within current customers/shareholders
- Identify new business opportunities and develop relationships with key shareholders in the area
- Develop strong and credible external relationships and networks within the agricultural and horticultural sectors, and other relevant industry bodies.

## Professional

## Development -

## Whakawhanaketanga

Continue to develop personally and professionally by:

- Maintaining regular contact with manager to discuss progress and performance, seek feedback and address development areas
- Engaging with Farmlands performance development process, recording progress and goals
- Being a positive supporter and leader of change initiatives
- Ensuring all training requirements are completed as required

## WHAT YOU'LL BRING - Āu āpititanga ki te tūranga

### Experience - Āu tautōhitotanga

- Experience leading a high performing sales team within the agricultural and/or horticultural sector, developing team engagement and capability through effective coaching and mentoring
- Established relationships within the agricultural/horticultural sector and regional communities
- Significant experience in an in-field sales capacity – account management and new business development

### Qualifications – Āu tohu mātauranga

- Relevant tertiary qualification in business management or similar discipline is desirable

### Knowledge – Āu mōhiotanga

- In-depth understanding of the sales environment, such as the key drivers of profit and margin
- In-depth agricultural and/or horticulture technical knowledge

### Skills – Āu pūkenga

- Sound financial and commercial acumen
- Well-developed negotiation and presentation skills
- Strong planning and organisational skills
- Computer literate – experienced with Microsoft Windows and an active user and leader in the adoption of new technology

### Personal Attributes – Ōu āhuatanga

- Authentic leader who has presence, who takes pride in the team and their achievements, is well-respected and trusted, and creates a great working environment
- Has a clear view of the vision for the business and communicates this in a way that motivates and inspires others to seek higher levels of performance
- Critical thinker who is consistent, fair and well-considered in the response.
- Effective interpersonal skills including the ability to collaborate, influence, negotiate, resolve conflicts and effectively coach others to improve engagement and performance
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving
- Ability to influence others and move toward a common vision or goal
- Flexible and adaptable; able to work in ambiguous situations
- Works well under pressure, with a high level of organisational and time management skills
- Prepared to listen to different perspective and engages others to develop solutions
- Demonstrates high levels of energy, determination, tenacity and persistence to achieve outcomes

## Addendum:

# Farmlands Leadership Behaviours

CREATE	CONNECT	DELIVER	GROW
CREATE CLARITY	BUILD CONNECTIONS	DELIVER RESULTS	GROW SELF, GROW OTHERS
<p><b>Understand the bigger picture</b> – you understand our vision, strategy and plans and what’s expected on how to deliver this.</p>	<p><b>Forge connections</b> – you have strong relationships with the people around you, your customers and communities. You create connections outside of your immediate team with those who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.</p>	<p><b>Take people with you</b> – you inspire people through your commitment and enthusiasm to the future of our business. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</p>	<p><b>Have a growth mindset</b> – your resilience helps you to be agile, persist through challenges and learn from feedback. You are curious and have flexibility of thought and perspective. You know your strengths and opportunities, actively engage in self-development and take time to reflect and apply learnings.</p>
<p><b>Have a plan</b> – you establish a vision and course of action that’s aligned to our strategy. You help others connect the dots between our vision and strategy and where they fit in achieving this. You can describe what success looks like and provide a sense of direction for others, even during times of ambiguity.</p>	<p><b>Create purpose and belonging</b> – you create meaning for your team by uniting them around a common goal. You’re authentic and prepared to be vulnerable. You promote diversity and allow others to express themselves and for all voices to be heard equally.</p>	<p><b>Think and act like an owner</b> – you take responsibility for your performance and delivering to a high standard. You tenaciously pursue the right outcomes and don’t confuse activity with results. If you lead people, you set clear expectations for every team member.</p>	<p><b>Develop capability</b> – you coach others to build capability and achieve their potential. You know your team, their aspirations and support them to learn, grow and take ownership of their development.</p>
<p><b>Clarify the ‘why’</b> – you make clear how activities and decisions benefit the customer and the co-operative. You provide further context where further buy-in or prioritisation is needed to help overcome resistance.</p>	<p><b>Take people with you</b> – you inspire people through your energy, commitment to our business and enthusiasm for the future. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</p>	<p><b>Insights driven</b> – you understand the commercial aspects of your role and make decisions based on data and insights. You draw from new sources of information to generate ideas, seeking to innovate, disrupt and grow/adapt. You are focused on building a stronger organisation tomorrow than today.</p>	<p><b>Get out of the way</b> – you empower others by delegating and creating space for them to do their best work, trusting them to deliver and providing support where required. You make it safe for others to try new things and learn from mistakes.</p>

## HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR:

### LEADS SELF

<p><b>Create Clarity:</b> <i>By understanding your role and how it contributes to the bigger picture you will make the right decisions</i></p>	<p><b>Build Connections:</b> <i>You have strong relationships with your team and the people you work alongside to achieve success as a</i></p>	<p><b>Deliver results:</b> <i>You deliver to the expectations of your role.</i></p>	<p><b>Adapt and grow:</b> <i>. being agile and resilient, listening and responding to feedback, and putting in the effort</i></p>
<p><b>Align with the bigger picture –</b></p> <ul style="list-style-type: none"> <li>work is directly aligned with our vision, strategy and plans.</li> <li>know what's expected and how to deliver.</li> </ul> <p><b>Have a plan –</b></p> <ul style="list-style-type: none"> <li>have a vision and course of action that's aligned to our strategy.</li> <li>help others understand how they fit in.</li> </ul> <p><b>Clarify the 'why' –</b></p> <ul style="list-style-type: none"> <li>understand and make it clear how activities and decisions benefit the customer and the co-operative.</li> </ul>	<p><b>Forge Connections –</b></p> <ul style="list-style-type: none"> <li>create strong relationships with others.</li> </ul> <p><b>Create purpose and belonging –</b></p> <ul style="list-style-type: none"> <li>you and your team are united around a common goal.</li> <li>promote diversity and allow others to express themselves.</li> </ul> <p><b>Take people with you –</b></p> <ul style="list-style-type: none"> <li>inspire people through your energy, commitment and enthusiasm</li> <li>consider information from a range of sources in decision making.</li> </ul>	<p><b>Create structure –</b></p> <ul style="list-style-type: none"> <li>plan and create structure to get things done.</li> <li>be agile and look to work in new ways.</li> </ul> <p><b>Enable performance –</b></p> <ul style="list-style-type: none"> <li>take responsibility for your performance and deliver to a high standard.</li> </ul> <p><b>Think about the business -</b></p> <ul style="list-style-type: none"> <li>think and make decisions with a commercial lens</li> <li>seek new information focused on building a stronger Farmlands.</li> </ul>	<p><b>Apply a growth mindset –</b></p> <ul style="list-style-type: none"> <li>be agile, persist through challenges and learn from feedback.</li> <li>actively engage in self-development and apply learnings.</li> </ul> <p><b>Develop capability –</b></p> <ul style="list-style-type: none"> <li>coach others to build capability and achieve their potential.</li> <li>know and support others to take ownership of their development.</li> </ul> <p><b>Get out of the way –</b></p> <ul style="list-style-type: none"> <li>empower others by creating space for them to do their best work.</li> <li>make it safe for others to try new things and learn from mistakes.</li> </ul>

### LEADS OTHERS:

<p><b>Create Clarity:</b> <i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i></p>	<p><b>Build Connections:</b> <i>This is about the relationships you create with your team and the teams you work closely with.</i></p>	<p><b>Deliver Results:</b> <i>This is about achieving results through others.</i></p>	<p><b>Grow yourself, grow others:</b> <i>Growth is how we make ourselves, our teams and our co-operative better.</i></p>
<p><b>Understand the bigger picture –</b></p> <ul style="list-style-type: none"> <li>understand our vision, strategy and plans.</li> <li>know what's expected of you and how you should deliver this.</li> </ul> <p><b>Have a plan –</b></p> <ul style="list-style-type: none"> <li>establish a vision and course of action that's aligned to our strategy</li> <li>help others understand their contribution to our vision and strategy.</li> </ul> <p><b>Clarify the 'why' –</b></p> <ul style="list-style-type: none"> <li>make it clear how activities and decisions benefit the customer and the co-operative.</li> <li>provide further context where required to overcome resistance.</li> </ul>	<p><b>Forge connections –</b></p> <ul style="list-style-type: none"> <li>create strong relationships with your team and others who have an influence on your work.</li> </ul> <p><b>Create purpose and belonging –</b></p> <ul style="list-style-type: none"> <li>create meaning for your team by uniting them around a common goal.</li> <li>authentic and promote diversity.</li> </ul> <p><b>Take people with you –</b></p> <ul style="list-style-type: none"> <li>inspire others through your energy, commitment and enthusiasm.</li> <li>lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</li> </ul>	<p><b>Create structure –</b></p> <ul style="list-style-type: none"> <li>plan and create structure to get things done.</li> <li>agile and look to work and lead your team in new ways.</li> </ul> <p><b>Think and act like an owner –</b></p> <ul style="list-style-type: none"> <li>take responsibility for your performance and delivering to a high standard</li> <li>set clear expectations for every team member and hold them to account.</li> </ul> <p><b>Insights driven –</b></p> <ul style="list-style-type: none"> <li>make decisions with a commercial lens and seek new information to generate ideas.</li> <li>innovate, disrupt and challenge the norm.</li> <li>focus on building a stronger Farmlands.</li> </ul>	<p><b>Have a growth mindset –</b></p> <ul style="list-style-type: none"> <li>embrace the new and lead with agility</li> <li>actively engage in self-development and apply learnings.</li> </ul> <p><b>Develop capability –</b></p> <ul style="list-style-type: none"> <li>coach others to build capability and achieve their potential.</li> <li>know your team and support and empower them to learn, grow and develop.</li> </ul> <p><b>Get out of the way –</b></p> <ul style="list-style-type: none"> <li>empower others by delegating and creating space for them to do their best work.</li> <li>make it safe for others to try new things and learn from mistakes.</li> </ul>