

Business Development Manager

Kaiwhakahaere whanaketanga pakihi

WHO WE ARE - KO WAI MĀTOU

At Farmlands - Te Whenua Tāroa our purpose is To be the No:1 buying group for New Zealand Farmers and Growers, and our Vision is To be the go-to for everyone connected to our land. We're always backing Kiwis - rain or shine, year in, year out.

OUR VALUES – NGĀ UARATANGA

Our values of Be You, Minds Open, and See It Through help us to work as one - helping each other and winning together. We're rural people supporting our rural communities looking after our land and our people.

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 tīna

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 - Kaiwhakahāere:	Business Development Lead
Your Team – To tīma:	Sales
Direct reports - Kaimahi:	No

To develop new and grow existing business within your area. This will be achieved by new business development and growing market share through a regional approach. The Business Development Manager works alongside and supports the Sales Teams to increase sales. Key to the position is building relationships with customers (such as large farms, corporate farms) as well as Farmlands teams, to ensure that Farmlands maximises sales, margin and value.

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

- In conjunction with the Regionals Manager, set and implement the business development strategy for targeted customer growth
- Support and grow the sales of all products and services to new business corporates/large buying groups/Trusts
- Manage and review new business within the designated region
- Investigate and prepare high quality RFP and Tender documents, in conjunction with key stakeholders
- Analyse sales outcomes, sales performance and retrospective job profitability
- Utilise data and reports to grow business across all business units
- Identify opportunities for campaigns, products and services that will assist the sales team to increase sales and profitability
- Seek out new opportunities for customer growth outside of “business as usual”
- Develop strong working relationships with key stakeholders to ensure the seamless implementation of new business onboarding within the designated region
- Monitor new shareholders to ensure the sales and margin budgets are met
- Co-ordinate communication and sales opportunities between Farmlands teams and act as the key interface between the customer and the Farmlands teams
- Work with sales teams to inform and educate on specific knowledge areas, as required
- Prepare and present business proposals as required

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

- Significant level of general business and business development experience, gained from within a B2B environment.
- A proven track record of successfully driving new business development in a cold sales environment.

Qualifications – Āu tohu mātauranga

- Relevant secondary and/or tertiary qualifications and training desirable.

Knowledge – Āu mōhiotanga

- Broad and deep understanding of the rural sector desirable.

Skills – Āu pūkenga

- Exceptional relationship management skills.
- Excellent presentation and negotiation skills, with the ability to present to key decisions in corporate organisations
- Sound analysis skills – effectively analyse sales outcomes, performance and customer profitability and translate into sales strategies
- Strong commercial acumen
- Highly computer literate within the MS Office suite and CRMs

Personal Attributes – Ōu āhuatanga

- Demonstrates openness, enthusiasm and engagement
- Analytical and creative-capable of flexing solutions to changing demands: anticipating the regional, divisional impact
- Demonstrates and models highly effective leadership and influencing skills
- Highly motivated, energizing and inspiring others to collaborate and achieve positive outcomes for all parties
- Commitment to high standards of excellence and high personal integrity
- High level of independence and initiative while working effectively as part of a team
- Effective interpersonal skills including the ability to listen, collaborate, influence, and negotiate
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving
- Integrity, discretion and resilience
- Commitment to business goals and culture
- Flexible and adaptable; able to work in ambiguous situations.



EVERYDAY LEADERSHIP BEHAVIOURS

**WE'RE OUT
HERE TOO.**

THE FOUR BEHAVIOURS OF EVERYDAY LEADERSHIP

We've identified 4 leadership behaviours that we know make the best Farmlands leaders. Different roles across the co-operative require us to approach each aspect in slightly different way, and you'll see on the next pages the different leadership levels and how they all fit together.

Create

Create Clarity

Understand the bigger picture – you understand our vision, strategy and plans. You know what's expected of you and how you should deliver this. And, if you don't know, you take steps to find out.

Have a plan – 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.

Clarify the 'why' – 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.

Connect

Build Connections

Forge connections – you have strong relationships with the people around you, your customers and communities. You look outside of your immediate team to create connections with the people and teams across the business who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.

Create purpose and belonging – 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.

Take people with you – 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.

Deliver

Deliver Results

Create structure – you plan ahead and create the structures and work routines to get things done. You make use of the systems and technology available to you. You're agile and look to work in new ways.

Think and act like an owner – 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.

Insights driven – 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 change. You are focused on building a stronger organisation tomorrow than today.

Grow

Grow Self, Grow Others

Have a growth mindset – your resilience helps you embrace change, 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.

Develop capability – 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.

Get out of the way – 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.

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD SELF)

Create

Create Clarity

By understanding your role and how it contributes to the bigger picture you will make the right decisions.

Align with the bigger picture

- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

Have a plan

- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

Clarify the 'why'

- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

Connect

Build Connections

You have strong relationships with your team and the people you work alongside to achieve success in your role.

Forge connections

- Create strong relationships with others.

Create purpose and belonging

- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

Take people with you

- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

Deliver

Deliver Results

You deliver to the expectations of your role.

Create structure

- Plan and create structure to get things done.
- Be agile and look to work in new ways.

Enable performance

- Take responsibility for your performance and deliver to a high standard.

Think about the business

- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

Grow

Grow Self, Grow Others

Being agile and resilient, listening and responding to feedback, and putting in the effort.

Apply a growth mindset

- Be agile, persist through challenges and learn from feedback.
- Actively engage in self -development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

Get out of the way

- Empower others by creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD OTHERS)

Create

Create Clarity

Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it

Understand the bigger picture

- Understand our vision, strategy and plans.
- Know what's expected of you and how you should deliver this.

Have a plan

- Establish a vision and course of action that's aligned to our strategy.
- Help others understand their contribution to our vision and strategy.

Clarify the 'why'

- Make it clear how activities and decisions benefit the customer and the co-operative.
- Provide further context where required to overcome resistance.

Connect

Build Connections

This is about the relationships you create with your team and the teams you work closely with.

Forge connections

- Create strong relationships with your team and others who have an influence on your work.

Create purpose and belonging

- Create meaning for your team by uniting them around a common goal.
- Authentic and promote diversity.

Take people with you

- Inspire others through your energy, commitment and enthusiasm.
- Lead by example through consistency and demonstrating the Farmlands Leadership behaviours.

Deliver

Deliver Results

This is about achieving results through others.

Create structure

- Plan and create structure to get things done.
- Agile and look to work and lead your team in new ways.

Think and act like an owner

- Take responsibility for your performance and delivering to a high standard
- Set clear expectations for every team member and hold them to account.

Insights driven

- make decisions with a commercial lens and seek new information to generate ideas.
- innovate, disrupt and challenge the norm.
- focus on building a stronger Farmlands.

Grow

Grow Self, Grow Others

Growth is how we make ourselves, our teams and our co-operative better.

Have a growth mindset

- Embrace the new and lead with agility.
- Actively engage in self-development and apply learnings.

Develop capability

- Coach others to build capability and achieve their potential.
- Know your team and support and empower them to learn, grow and develop.

Get out of the way

- Empower others by delegating and creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.