

Technical Field Sales

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 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 - Kaiwhakahāere: Regional Sales Manager

Your Team – To tīma: Sales

Direct reports - Kaimahi: No, however this role has been created in mind with a view to help mentor the younger and less experienced TFSs across the region.

The purpose of the Technical Field Sales role combines technical expertise with sales skills to deliver effective, efficient and profitable on-farm services and solutions to Farmlands shareholders and customers, ensuring a unified business approach that maximises the revenue generated across all Farmlands products and services. The role of Technical Field Sales also coaches and supports other TFS within the region to optimise the regional sales performance.

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

- Manage a client base in your territory and achieve strong commercial results for the Co-Operative while providing excellent service, advice and commercial results for the shareholders in your care.

- Provide mentoring and coaching support to local sales team to assist in their professional development and help increase and drive sales within the area.
- Keep up to date with the latest technology, knowledge, solutions and trends and proactively communicating these to the Shareholder Services Manager and sales team.
- Take a structured and commercial approach to managing allocated clients/territory.
- Maintain and ensure continuous growth within current managed accounts.
- Identify and secure prospective shareholders/customers within allocated territory.
- Take a whole of business approach to all shareholder/customer interactions.
- Maintain records in the CRM system for all allocated clients/territory, to ensure there is an up to date and complete view of each shareholder/customer.
- Conduct annual planning with managed accounts and ensure there is an appropriate growth plan in place for allocated territory.
- Embrace and utilise all technology, tools and data to improve efficiency and enhance customer service levels and support planning activities.
- Provide high quality service, addressing and resolving client issues to the satisfaction of all parties.
- Achieve or exceed all individual sales targets.
- Keep abreast of latest innovation and future trends within the rural sector.
- Establish and maintain strong professional relationships across Farmlands.
- Be an active contributor and supportive member of the local area sales team.
- Develop strong and credible external relationships and networks with the local community, agriculture sector and relevant industry bodies.
- Professionally represent Farmlands at all times, ensuring that the positive image of the co-operative is maintained and strengthened.
- Ensure all required information is maintained and regularly updated in the CRM and other applicable systems.
- Ensure market trends and opportunities identified are communicated to the Shareholder Services Manager and/or divisional representatives.
- Ensure full compliance with Farmlands policies and procedures.
- Complete other 'ad-hoc' tasks as directed by the Regional Sales Manager.

**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

These may change from time to time to meet operational or other requirements.

WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

**Experience - Āu
tautōhitotanga**

- Strong and well-established relationships within the agricultural sector and local community.

- Highly regarded as a trusted specialist in the provision of technical/product advice to peers and customer/shareholders.
- Significant experience in an in-field sales capacity - account management and new business development.

Qualifications –

Āu tohu mātauranga

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

Knowledge –

Āu mōhiotanga

- Well-honed skills in leading people through influence
- Broad and in-depth agricultural knowledge.
- Sound understanding of the sales environment, such as the key drivers of profit and margin.

Skills –

Āu pūkenga

- Computer literate – experienced with Microsoft Windows and an active user and leader in the adoption of new technology.
- Working knowledge of a CRM or similar customer relationship management tool desirable.

Personal Attributes –

Ōu āhuatanga

- Effective at communicating complex technical information to a wide range of audiences.
- Communicate openly and in a way that develops credibility as the sector “go to person” for advice, knowledge & solutions.
- Genuine enthusiasm for supporting and developing technical knowledge in others.
- Effective at reading people and situations and adjusting style accordingly.
- Tenacious and resilient – recover quickly from adversity, strong achievement focus.
- Flexible and adaptable – adjust sales approach to provide alternative solutions.
- Persuasive, with the ability to influence others to achieve a desired outcome.
- Self-motivated and driven – thrive on autonomy.
- Energetic, can-do attitude that positively influences others.



EVERYDAY LEADERSHIP BEHAVIOURS

**WE'RE OUT
HERE TOO.**


Farmlands

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.