

Position Description

Senior Technical Sales Representative

RESPONSIBLE TO: National Sales Manager

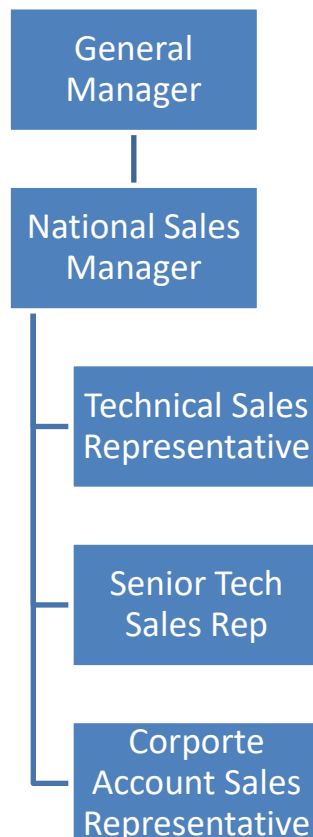
DIRECT REPORTS: none

LOCATION: Mid/North Canterbury, 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. This role has an additional corporate account focus, with responsibility for all corporate account relationship management and sales growth for the South Island.

Organisational chart



Key Responsibilities

KEY RESPONSIBILITIES	KEY TASKS
Planning	<ul style="list-style-type: none"> • 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. • Align territory plan with regional and national sales strategy. • Identify Retain and Grow opportunities and when, how to implement. • Integrate Farmlands synergies into annual program
Training & Development	<ul style="list-style-type: none"> • Ensure development plan in place and reviewed at least 6 monthly. • Sales capability and effectiveness to be a priority. • Schedule at least 6 x coaching days per year with RSM • Identify project work to compliment and build your overall capability • Attend and participate in technical trainings to grow technical capability
Relationship Management	<ul style="list-style-type: none"> • Call cycle maintained. • Customer enquiries, complaints followed up. • Internal cases processed to company standards & timeframes. • New products and information shared with internal & external stakeholders. • Implement structured sales planning & techniques – eg. POPSA • Referrals requested and followed up. • CRM maintained and current. • Customer activities & interactions logged in CRM to company standard. • Above tasks completed timeously and / or within set timeframes
Growth	<ul style="list-style-type: none"> • Focus on opportunities and “value pools”. • Contribute to regional growth strategies and tactical plans. • Utilise warm leads from connections (SW, Farmlands, Merchants, Other) • Generate leads through cold calling, prospecting, networking and developing strategic partnerships. • Identify customer's business strengths and needs. • Develop and deliver business proposals. • Attend or generate regional Fielddays, Industry days, Events, Tours or Conferences • Follow regional industry trends and consider relevance for SW. • Report on successes and areas needing improvement.
Key Accounts Portfolio management	<ul style="list-style-type: none"> • Plans in place for all customers and top 20 / national key account prospects located in the Sth Isand • Calling plans developed and actioned. • Input into and collaboration with the Nth Is Corporate Account Specialist & National Sales Manager to establish Seales Winslow's Corporate Account experience promise and reporting. • Managed sales lead funnel for all prospective corporate accounts in the Sth Is.
Thought Leadership	<ul style="list-style-type: none"> • Ensure new customers understand the importance of feed to meet their business goals • Ensure agribusiness professionals are engaged locally • Extract and understand farm business goals and then link opportunities and investment back to these goals. • Uncover all relevant farm system information to aid proactive on farm decision making around nutrients. • Understand dairy, sheep, beef, goat and deer farm systems at an extensive level before moving into solutions (emphasis on connect, collate and diagnosis) • Ensure SW's reputation is maintained and enhanced within the industry and the community • Demonstrate the value of SealesWinslow products to retain brand value & margin

Performance and Continuous Improvement	<ul style="list-style-type: none"> Continuously identify and evaluate opportunities to improve and add value to the business through internal and external connections. Constantly challenge the status quo with a view to identifying improvement opportunities. Support Regional and National Engagement Plan
Safety, Health and Environment	<ul style="list-style-type: none"> Demonstrate Safety, Health and Environmental compliance and behaviours with a focus on continual improvement. Participate and demonstrate a culture of Care, Ownership, Wellbeing and Safety

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