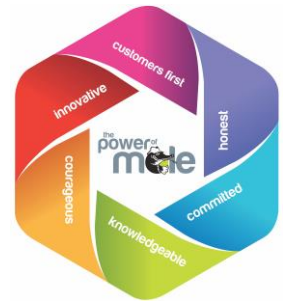


Regional Sales Manager



Role Description:

Reporting to the Head of Sales you will meet agreed sales and performance KPI's across all agricultural categories in the defined territory. Working with the Head of Sales you will directly manage the Agricultural Business Development within the territory, which includes management of the On-farm Sales team to include Business Development Managers, Nutritionists, and Mineral Specialist, and ensure that agreed sales and performance targets are met. The role will support the wider business's Agricultural strategy and you will work collaboratively with our Retail Regional colleagues to support Agri activity and purpose in our retail stores within a defined territory. The role is fundamental in managing and supporting inclusion and signposting opportunities to the wider business including forage, agronomy, fuel, and energy.

Your Responsibilities:

- Manage, help set and support regional sales budgets and margin performance
- Working closely with line reports to create, manage and target an active customer prospect list
- Lead and support the Agri Field Sales team on a day-to-day basis, driving sales targets, performance and KPI's, measurement and reporting
- Hold regular one-to-one meetings, team meetings and CPD opportunities, dual calling, coaching and training where required ensuring colleagues are engaged with our values
- Working with the Head of Sales to communicate and manage the agricultural annual business plan within the region utilising the Agri and retail business's resources
- Provide information and feedback on market strategies, products and competitor activity to develop and grow the business
- Provide market updates to inform the sales team and relevant retail store personnel
- Work with Head of Sales and the Marketing team to execute sales campaigns, new product launch and seasonal product offerings to our Field Sales team and retail stores within area
- You will understand and report local commercial pressures to the agricultural sector within the region to the wider business, to include financial, political and environmental challenges along with an understanding of the local competition
- Nurture existing relationships with the Regional Managers and Store teams to help drive sales of agricultural categories



Regional Sales Manager



Personal Specification:

Requirement
Qualifications:
A full UK driving licence
Experience:
Agriculturally based business experience
Sound understanding of the UK agricultural market place
Knowledge/Skills:
Leadership and Team Management
Cross department collaboration
Exceptional communication skills
Negotiation and account management skills
Excellent interpersonal, communication and presentation skills
Personal Attributes:
Self-motivated
Resilient

Behaviours for the role and in line with The Power of Mole:

- **Customers First** – we are always approachable, friendly, and considerate to the needs of our customers
- **Honest** – we have an open way of working and are always respectful of one another
- **Committed** – we exist to serve and protect British agriculture and are committed to those who share our way of life
- **Knowledgeable** – we use our influential voice to create change and support our customers
- **Courageous** – we are passionate and creative people who feel confident to challenge others
- **Innovative** – we work collaboratively as a team to deliver solutions that make a difference

