**Role Description & Personal Profile**

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| **Role** |
| **Job Title:** | Area Sales Manager |
| **Division:**  | AB Neo |
| **Department:** | Commercial |
| **Location:** | Denmark |
| **Role Type:**Permanent, FTC etc | Permanent |
| **Team Structure:**Reports to, Direct & Indirect Reports | Reports to the Sales Director in DK |

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| **Description** |
| **Impact Statement:**The contribution of the role to achieving the overall business objective. Span of impact. Main purpose, focus of the role. | Develop the portfolio of new customers and achieve our sales targets in the area.The goal is to challenge the traditional thinking within piglet feeding and be at the forefront of the development of future feeding concepts. |
| **Key Responsibilities:**The key objectives and accountabilities of the role. (5 to 10 areas) | * Leading the sales in assigned area. Responsible for own customers in Denmark and abroad.
* Understand customer needs and identify new business opportunities
* Provide technical product sales and establish product channels to market.
* Understand the value drivers of the business and identify opportunities to grow revenue and market share.
* Work closely with other commercial and technical colleagues to manage key customers (existing and new), thereby improving turnover and profitability.
* Communicate with all major stakeholders (internal and external) to achieve business objectives.
* Focus on building strong, constructive relationships and collaborations with the feed industry
* Close collaboration with other advisors and experts, for example, in marketing area
* Ensure that customers and partners get the best experience whilst partnering with AB Neo
* Sparring with colleagues and other partners in local market and abroad
* Ensure that all commercial activities meet or improve on budget, cost, volume and efficiency targets in line with business objectives.
* Develop and implement strategic plans to grow their accounts
* Create and sustain an ethos within the site teams which seeks to work collaboratively across AB Neo with commercial and functional colleagues.
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| **KPI’s**  | * Sales targets – volumes and margins
* Increasing product revenue.
* Grow sales in German market
* Generate sales of Calf Milk
* Make use of CRM – key agreed functionalities
* Actively contribute to the Team
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| **Key Stakeholders**What are the challenges of the relationships, communication strategies required etc | External Customers Internal Commercial and Functional teams |
| **Scope**Depth, Breadth of knowledge application, ability to innovate, complexity of tasks, budgetary responsibility | Understanding customers' needs and problems through close contact with customers, understanding what is happening in the animal feeding business, proposing the added value that the product brings, AB Neo's service. |

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| **Person Specification** |  | **Essential / Desirable** |
| **Key Behaviours:**Consider which of our guiding principles are particularly relevant and also any role specific behaviours | Area Sales Manager, passionate about creating the best results at larger pig producers - primarily in Denmark, but also with the possibility of responsibility in the rest ofEurope. Qualifications and characteristics:• Experience in sales and guidance of pig producers• Good at sharing knowledge and creating lasting relationships• Good at English in writing and speaking• Works well in an environment with a focus on results, growth and team spirit | EEEE E |
| **Other factors:**Travel, Shift Working, HGV Licence etc | Travel occasionally whilst cross functional and cross country cooperation with other AB Neo Colleagues.Travel to customers in Denmark (possibly) |  |
| **Date Agreed:**  |  |
| **Authorised by:** |  |