**Role Description & Person Profile**

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| **Job Title** | **Trident Apprentice – Regional Sales South** |
| **Reports to** | National Trident Sales Manager |
| **Business** | B2B |
| **Location** | Hybrid |
| **Direct & Indirect Reports** | None |
| **Budget Responsibility** | Regional accounts across Southern England and Wales |

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| **Role Overview**Impact Statement  | This role will provide an insight and learning opportunity into sales for Trident working with the Sales Managers across Southern England and Wales to widen knowledge and experience to learn how to take on their own region independently |
| **Key Responsibilities** | * Be technically competent on all Trident branded products.
* Develop dynamic Sales Skills through mentoring and training.
* Build and develop individual sales plans to optimise contribution from all Trident branded products.
* Develop the art of building long term customer relationships to build dependence on product supply and enhance contribution.
* Network with aligned internal businesses to encourage best practise, support and trust.
* Be an ambassador and “live” the Trident Brand conveying our excellent quality, customer service and honest advice.
* Make attendance and input at relevant Agricultural shows , Exhibitions and Merchant premises innovative and valuable.
* Understand and recognise business targets and contribution.
* Embrace company policy.
* Manage customer credit within agreed targets.
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| **Key Stakeholders** | National Trident Sales ManagerHead of TridentHead of BS Products Northern Regional ManagerProduct ManagersCustomer servicesMarketingCredit ControlTechnical teamLogistics Function |
| **Other Factors**Travel, shift pattern, working hours, Licence type etc. | Full time between the role and study, attendance at university campus as required.Remote workingClean Driving LicenceOvernight stays away from home as required.Willingness and enthusiasm to study the B2B Sales Professional degree apprenticeship and complete the programme in full including end point assessment. |

**Person Profile**

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| **Required experience, qualifications, and necessary knowledge**  |
| **Essential** | **Desirable** |
| * Keen interest in Agriculture Trade and Sales
* Passionate about the role offered.
* Very self-motivated to achieve targets.
* Great communication skills with both internal and external stakeholders
* Ability to build trust and respect with all stakeholders.
* Embrace an energetic team environment working very closely to achieve joint goals.
* Be willing to be flexible regarding the travelling and work hours to fulfil the objectives.
* Have achieved at least a level 3 qualification, either A levels or equivalent,  such as a BTEC National Diploma in Business, Agriculture, or Animal Management
* GCSEs in Maths and English A-C (or equivalent) or 4-9.
 | * Basic IT Skills
* Practical Agricultural Experience
* Sales Experience
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| **Key Behaviours** | * Good Time keeping
* Enthusiastic and Passionate about the business
* Be respectful of all supporting business channels regularly engaging with stakeholders to succeed.
* Keen to learn all aspects of sales, raw material markets, customer needs and innovative marketing.
* Understand and Demonstrate the Trident Values to all internal and external contacts.
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| **AB Agri High Performance Framework** | Our high-performance framework is a set of guiding behaviours which have been created with people from across our businesses to enable great performance across the organisation. The focus is on what you can do to demonstrate high performance in your role, as well as the behavioural inputs to assist you getting there. * Pioneering – Curious, spirited and bold. We lead the right way.
* Excellence – We seek excellence in all that we do.
* Growth – We create ways for our people and customers to thrive. That’s how we keep making a difference.
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