



Role Description & Person Profile

Job Title	Area Business Manager
Reports to	Regional Business Manager
Business	NMR
Location	Field Based (specific geographic territory)
Direct & Indirect Reports	n/a
Budget Responsibility	n/a

Role Overview Impact Statement	<p>The Area Business Manager (ABM) will be responsible for the commercial delivery and customer relationship management within a defined geographical territory. The role focuses on managing and retaining existing farm customers, onboarding new farms, and driving revenue growth through a consultative, solutions-based sales approach.</p> <p>The ABM will act as a trusted advisor to farms, ensuring they gain maximum value from the full range of NMR services—from core milk recording through to advanced genomic testing.</p>
Key Responsibilities	<p>Customer Retention & Service</p> <ul style="list-style-type: none"> • Maintain and grow relationships with existing farm customers within the allocated territory • Conduct regular customer care service reviews to ensure satisfaction, address concerns, and identify opportunities for improvement • Act as the key point of contact for customer queries, ensuring consistent and professional support • Assist customers with training and understanding our products and services • Ensure customers are meeting their requirements in terms of recording and disease testing • Use data from customers farms as a sales tool and ensure they understand the value

	<ul style="list-style-type: none"> • To maintain customer data including ensuring data quality KPIs are adhered to • Resolve queries pertaining to the customers service and work with the service team to ensure top quality service to the customer <p>Commercial Delivery</p> <ul style="list-style-type: none"> • Deliver against commercial targets through a mix of customer retention, upselling, and new business acquisition • Promote the full NMR product and service portfolio, with an emphasis on milk recording, health testing, and genomics • Onboard and support new farms, ensuring a smooth transition into NMR services • Build and maintain a healthy sales pipeline of both current customer opportunities and prospective new farms <p>Consultative Support & Industry Engagement</p> <ul style="list-style-type: none"> • Be an active part of the farming community in your territory, protecting relationships and leveraging the NMR brand. • Run herd competitions on behalf of NMR • Arrange and/or attend farm walks • Develop a strong network of stakeholders across the dairy sector within the territory, leveraging these relationships to drive growth. • Represent NMR at local industry events, meetings, and forums as required. <p>Campaign Activation & Cross-Business Collaboration</p> <ul style="list-style-type: none"> • Support the activation and delivery of regional campaigns as directed by the wider AB Agri business. • Drive awareness and uptake of initiatives under the ASTERRA brand within the territory. • Work closely with key partners, including Feedlync, KW Feeds, and Kite Consulting, to align activity, maximise campaign impact, and deliver joined-up value to customers. <p>Data & CRM Management</p> <ul style="list-style-type: none"> • Maintain accurate, timely CRM records of all customer interactions and sales activities. • Document opportunities and regularly update progress against targets.
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	<ul style="list-style-type: none"> • Provide reports and feedback to the Regional Commercial Lead on performance, opportunities, and market insights.
Key Stakeholders	<ul style="list-style-type: none"> • Regional Business Managers • Service Managers • Area Coordinators • Head of Sales • Other sales specialists • Customer support
Other Factors Travel, shift pattern, working hours, Licence type etc.	<p>Driving licence essential</p> <p>Prepared to travel where reasonably needed in the UK, overnight stays may be required.</p>

Person Profile

Required experience, qualifications, and necessary knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Proven sales experience, ideally in agriculture, animal health, genetics, or related industries • In-depth product knowledge, or ability to quickly acquire knowledge, of NMR's services including milk recording, disease testing, and genomics. • Consultative selling approach with a customer-focused mindset. • Strong communication and presentation abilities. • Commercially driven with a focus on achieving results. 	<ul style="list-style-type: none"> • A graduate, HND or equivalent in agriculture or relevant commercial experience. • Background in the dairy or wider agricultural industry. • Understanding of herd performance data and farm management practices • Experience in delivering customer service reviews and developing tailored farm solutions

Key Behaviours	<ul style="list-style-type: none"> • Able to work independently while contributing to the wider regional and national team. • Passionate about the dairy industry and improving outcomes for farmers • Strong relationship management skills with the ability to engage, influence, and build trust
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	<ul style="list-style-type: none"> • Demonstrates a strong commitment to understanding customer needs and delivering exceptional service. • Builds trust and long-term relationships through proactive engagement and support. • Takes ownership of customer queries and issues, ensuring timely resolution. • Uses data and insights to inform decisions and add value to customer interactions. • Works effectively with colleagues across departments and partner organisations to deliver joined-up solutions. • Shares knowledge and best practices to support team success. • Responds positively to change and seeks ways to improve processes and customer experience. • Keeps up to date with industry trends and company initiatives.
<p>AB Agri High Performance Framework</p>	<p>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.</p> <ul style="list-style-type: none"> • 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.

