**Role Description & Person Profile**

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| **Job Title** | Sales Specialist Manager– North/West |
| **Reports to** | Head of D2F |
| **Business** | Agri |
| **Location** | UK (home based with travel across) |
| **Direct & Indirect Reports** | On-Farm Sales Specialists, Customer Support Team |
| **Budget Responsibility** |  |

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| **Role Overview**  Impact Statement | The Sales Manager plays a critical role in driving the success of feed sales, with a focus on improving farm efficiency through tailored advice and first-class customer service. This position manages a team of On-Farm Sales Specialists responsible for implementing effective sales strategies and ensuring strong customer relationships. The role involves managing sales plans, optimizing revenue per cow, and delivering technical support to clients across multiple customer segments. The ideal candidate will understand how feed, nutrition, feed efficiency, performance, and herd health contribute to overall farm profitability.  The Sales Manager’s efforts will directly impact the business's bottom line by growing revenue per cow and successfully executing sales strategies tailored to each farm. The role spans across the local and national markets, influencing not just revenue but also the operational excellence and performance of the on-farm sales team. Success in this role is critical to achieving local and nationwide sales targets, and the contribution made by the manager will ensure sustained growth and client satisfaction within the feed sales sector. |
| **Key Responsibilities** | * Develop and execute sales strategies tailored to each farm, focusing on feed efficiency, herd health, and farm profitability. * Manage a team of On-Farm Sales Specialists, ensuring their performance meets sales targets and provides excellent customer service. * Build strong relationships with high-value customers, focusing on delivering nutritional advice and customized rationing solutions. * Identify cross-selling and up-selling opportunities across different customer segments. * Collaborate with the technical team to ensure clients receive up-to-date advice on feed and nutrition. * Monitor and track revenue per cow, adjusting strategies to maximize revenue opportunities at the farm level. * Provide detailed sales plans, ensuring alignment with overall business objectives and local/national budgets. * Ensure a consistent feedback loop between on-the-day sales activities and long-term strategic planning. * Maintain a comprehensive understanding of market trends, competitor activity, and customer needs. * Ensure continuous training and development for the sales team to improve product knowledge, sales tactics, and customer interactions. |
| **Key Stakeholders** | Internal:  Technical Teams – for product and nutritional advice integration  Customer Support – for ensuring customer service excellence  Operational Marketing – for tailored promotional support and material for campaigns  Product team – for specialist advice and support for driving each product to sales  External:  High-value clients – to maintain and grow long-term relationships  Industry partners – for up-to-date market insights  Suppliers – to ensure product availability and quality |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. | Driving licence  37.5 hours a week, Monday to Friday  Working from home and travel required |

**Person Profile**

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| **Required experience, qualifications, and necessary knowledge** | |
| **Essential** | **Desirable** |
| * Proven experience in feed sales, livestock nutrition, or a related agricultural field. * Strong understanding of farm economics, including feed efficiency, herd health, and nutrition. * Demonstrated leadership skills and ability to manage a sales team effectively. * Excellent communication and relationship-building skills. * Ability to create and execute detailed sales plans that align with business objectives. * Strong analytical skills to track revenue performance and identify growth opportunities. | * Formal qualifications in agriculture, animal science, or a related field. * Experience in managing large accounts and high-value customers. * Previous experience in cross-selling or up-selling in a direct to farm environment |

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| **Key Behaviours** | * Pioneering: Actively seek innovative solutions to meet customer needs and drive sales. * Excellence: Deliver exceptional service and advice to clients, ensuring their needs are met and expectations exceeded. * Growth: Focus on both personal development and the growth of the sales team, ensuring continuous improvement in sales techniques and product knowledge. * Customer-Centric: Maintain a strong focus on building lasting relationships with customers, ensuring their long-term success and satisfaction. |
| **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. |