



JOB DESCRIPTION

JOB TITLE: Regional Sales Manager (RSM)

AREA: North East England

REPORTS TO: National Sales Manager (UK)

KEY RELATIONSHIPS: Divisional Director (DD)
Other RSMs
Agricultural Business Advisor (ABA)
Office Manager (OM)

DATE: October 2011

1. PURPOSE OF THE ROLE

Working closely with the NSM, the RSM will be the driving force behind the regions short, medium and long term development.

First and foremost, it is the responsibility of the RSM is to achieve or exceed the Regions sales plan. Integral to this will be the development of an annual business plan.

It is furthermore the responsibility of the RSM to build and motivate a team of independent sales agents, capable of delivering the regions sales objectives in all key sectors – Beef, sheep and Dairy.

It will also be necessary for the RSM to understand market trends and to change the field team's focus as necessary, and to adhere tightly to strategic plans as developed with the NSM.

On a personal level, the RSM must communicate effectively with the NSM, other RSMs, Sales Agents, Office staff as well as with the company's customers.

2. ENVIRONMENT OF THE JOB

The Agricultural industry lags other sectors in providing structured, professional development programmes for its employees. It is generally a “low-tech” industry working to traditional methods. This offers opportunity for Agri-Lloyd.

The supply chain is also largely fragmented with Agri-Lloyd competitors ranging from large nationals to “bath-tub” home mixers. The drench business is not core business for many of our competitors and the sector therefore lacks clear strategic development. Many competitive organisations operate in a similar fashion to Agri-Lloyd, selling to farmers through an agent network. In many respects Agri-Lloyd has driven the market and organisations have been attracted to the sector by attractive margins and have copied the Agri-Lloyd model.

Growing competition within the sector has necessitated that the company adopts a more aggressive culture and strategy. It is important that the RSMs, working under guidance of the NSM, is constantly striving to raise the standards of the sales teams to give us competitive advantage.

3. GUIDANCE AND AUTHORITY

The RSM has a direct reporting line to the NSM.

The RSM is furthermore a key member of the Agri-Lloyd management team.

The RSM has direct responsibility for the sales agents in his/her region

The RSM must develop strong lateral relationships with the administrative and marketing teams.

4. PRINCIPAL AREAS OF RESPONSIBILITY AND SOPs

a. Achieve the company’s overall sales plan and by segment

b. Build and maintain an effective and motivated team

- Prepare an annual regional business plan
- Prepare regional planning card with clearly defined key strategies and current issues.

- Offer each field sales agent an appraisal meeting twice/annum.
 - Develop programme of continuous training and development within agent team.
 - Help define sales campaigns
- c. Ensure efficient field call planning, focus and implementation**
- Personally provide one months forward planning calendar
 - Ensure that every agent receives a minimum of 1 dual call per month.
 - Develop effective “in-field” customer record systems
- d. Analyse and use marketing and sales data**
- Understand how to analyse sales figures and reports and use to maximum effect
 - Propose remedial action when analysis indicates deviation from plan
 - Report agent sales to team and develop “commitment to budget” culture
 - Become proficient with Vision software
- e. Attend key National and all Regional Shows**
- European Dairy Event
 - National Primestock Show
 - Bi-annual NSA show
 - Species specific shows – Northsheep, Scotsheep, Welsheep, Beef Expo etc.
- f. Ensure efficient reporting**
- Ensure you provide detailed weekly reports
 - Ensure that you are fully prepared for monthly planning and business review meetings
 - Organise quarterly reporting/sales launch meetings with agent team
- g. Participate positively in the Agri-Lloyd management team and actively help to develop the company culture**
- Effectively review Regional performance in sales meetings and management meetings
 - Share best practice with colleagues
 - Ensure agents are fully coherent with the regional planning card
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5. OTHER CHALLENGES

The RSM must be flexible and accept to take on responsibilities that are not detailed in this job description. As a result, the RSM may need to work anti-social hours, as appropriate.

The job requires the RSM to possess a positive mental attitude.

Other challenges will include

- a. Conduct efficient agent recruitment and training programmes
 - b. Efficiently capture of customer and competitor information from the field.
 - c. Encourage “commitment to targets” culture
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6. KNOWLEDGE, EXPERIENCE AND SKILLS TO UNDERTAKE THE ROLE AT A FULLY ACCEPTABLE LEVEL

a. Knowledge

- Good understanding of concept selling (super premium goods)
- Excellent understanding of personnel management
- Good understanding of customer service and care
- Sound grasp and acceptance of current Agri-Lloyd policies/procedures

b. Experience

Proven man management skills in a field sales driven environment

At least two years previous sales management experience – preferably in an environment selling super premium agricultural or nutritional products

Skills

Truly customer-driven

Excellent interpersonal skills

Ability to deliver creative and flexible customer solutions

Ability to lead by example

Strong communication, both written and verbal

Good IT knowledge (in particular PowerPoint and Excel)
