



Job Description

JOB TITLE:	Trainee Dairy Sales Specialist (TDSS)
AREA:	North West England
REPORTS TO:	Regional Sales Manager (RSM)
KEY RELATIONSHIPS:	National Sales Manager (NSM) North West Sales Agents (SA) Agricultural Business Advisor (ABA) Office Manager (OM)
DATE:	November 2011

1. ROLE SUMMARY

First and foremost, the Trainee Dairy Sales Specialist (TDSS) is responsible for developing the sales of the Farm Animal Division's dairy products directly to the dairy farmers within a designated territory.

This will be achieved by adopting the company's philosophy of achieving sales based upon building long term relationships with its customers. This will necessitate a patient but committed approach to following the Phase 1, 2 and 3 strategy, developing sales based upon customer needs, best practice, good advice and excellent product performance.

On a personal level, the TDSS must communicate effectively with the RSM, NSM and other Tangerine colleagues 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, in particular graduates wishing to develop careers in the commercial arena.

Agriculture is generally a “low-tech” industry working to traditional methods. This offers opportunity for Agri-Lloyd.

By providing structured trainee programmes and a strategic approach to sales we can build solid business relationships with the farming community.

Traditionally Agri-Lloyd has been strongly focussed on the ruminant sector, more specifically the beef and sheep sectors. A concerted effort has been made over the last 4-5 years to strengthen the dairy product portfolio and this has proved particularly successful in view of recent market trends. This strategy needs “fast tracking” and will be the key responsibility of the TDSS in his/her territory.

Dairy farmers are, in general, more “sophisticated” in their approach to animal husbandry. Unlike their beef and sheep counterparts, they regularly call on the services of consultants and nutritionists. These individuals often have very close relationships with their dairy customers and can often be considered as “gate keepers”. It will be important to develop close relationships with these individuals.

The supply chain is also largely fragmented with Agri-Lloyd competitors ranging from large nationals to “bath-tub” home mixers. In particular, the nutritional 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.

3. GUIDANCE AND AUTHORITY

The TDSS has a direct reporting line to the RSM.

The TDSS is furthermore a key member of the Regional Sales team

The TDSS has direct responsibility for meeting the sales objective in his/her region

The TDSS 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, by product

b. Ensure efficient field call planning, focus and implementation

- Personally provide one month's forward planning calendar
- Develop effective "in-field" customer record systems and maps

c. 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
- Display a "commitment to plan" culture
- Become proficient with Vision software

d. Attend key National and Regional Shows

- European Dairy Event
- Local Agricultural Shows in the North West of England

e. Ensure efficient reporting

- Ensure you provide detailed daily reports
- Ensure that you are fully prepared for weekly and monthly planning review meetings

f. Participate positively in Regional Sales Meetings

- Effectively review Sales performance in sales meetings
 - Share best practice with colleagues
 - Ensure fully coherent with the regional planning card
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5. OTHER CHALLENGES

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

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

Other challenges will include

- a. Efficient capture of customer and competitor information from the field.
- b. Developing the company database.
- c. Building Relationships with Key opinion Leaders within the territory.

- d. Ability to prepare and deliver presentations to a broad spectrum of delegates (academics, farmers, discussion groups and internal sales teams).
 - e. Attend staff meetings and training as required.
 - f. Occasional travel to other territories/locations maybe required.
 - g. Carry out any other duties as are within the scope and purpose of the job as requested by the RSM.
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6. ATTRIBUTES NECESSARY TO DISCHARGE THE ROLE

a. Knowledge

- Good understanding of dairy farming
- Higher Agricultural Education
- Understanding of excellent customer service and care
- Willingness to grasp and accept current Agri-Lloyd policies and procedures

b. Skills

- An ability to lead by example
- Excellent interpersonal and communication skills
- Excellent time management skills
- Good IT Skills (in particular PowerPoint and Excel)

c. Attitudes

- Truly customer-driven
- Able to deliver creative and flexible customer solutions
- A Quick learner
- A Self motivator
- Able to multi task
- Hard working
- Enthusiastic

d. Experience

- Practical experience of dairy farming through University /College education or practical dairy farming work experience.

Personal attributes

- A Team Player

The post holder will be expected to:

- Act with honesty and integrity at all times
- Demonstrate high standards of personal conduct
- Value and respect colleagues and other members of staff.
- Work with others to develop and improve our services
- Take personal responsibility for their words and actions and the quality of service they deliver.