

JOB DESCRIPTION

Territory Manager – Southern North Island

Responsible to:	<ul style="list-style-type: none"> • Sales Manager, NZ
Internal relationships:	<ul style="list-style-type: none"> • Management and internal staff
External relationships:	<ul style="list-style-type: none"> • Retail customers, Suppliers, Industry, End users
Job purpose:	<ul style="list-style-type: none"> • To generate revenue against targets by maintaining and growing sales to new and existing retail customers. • To establish effective and strong relationships with both retail customers and other parties. • To ensure retail customer satisfaction. • To provide accurate information relating to sales activity within the Territory. • Achieves the required margin from the Territory and contributes to the profitability of the business. • Adheres to the company culture
Territory:	<ul style="list-style-type: none"> • Central North Island, New Zealand

KEY PERFORMANCE INDICATORS

Key Result Areas	Key Accountabilities	Key Performance Indicators (KPIs)
Territory Management	<ul style="list-style-type: none"> • Ensure all steps are proactively taken to achieve and exceed Territory sales budgets (Revenue and Margin) by product. • Constantly identify and implement sales opportunities. • Actively develop knowledge of market to enable you to generate business through cold calling, use of marketing, networking and lead generation. • Develop a good understanding of customers, what they do, their work culture and environment. • In conjunction with retailer customers provide on-farm support and product information to drive retail sales. Ensure customer staff training is undertaken as required. • Work with merchants and on-farm directly to create the pull for Seed Force products by overseeing paddock comparisons, small plot demonstration trials, monitoring and variety performance on farm. • Put in place and manage to a high level a range of tools e.g. demonstration sites, to impress and educate customers and farmers about Seed Force products & concepts. • Optimise value from ensuring participation where deemed appropriate at field days/Industry events etc including attendance at field days and industry events within your Territory to promote Seed Force and engage with existing and prospective customers. 	<ul style="list-style-type: none"> • Sales targets are being met and exceeded. • Opportunities are being discovered and developed. • Existing relationships are being maintained and grown. • New relationships are being established. • Strong understanding of client business and the Territory market is achieved. • Seed Force is always represented in a professional manner. • Highly visible and respected in the Territory. • Accurate, timely and meaningful reporting is always available to the National Sales Manager. • Performance data to measure productivity and goal achievement are reviewed regularly e.g. QlikView. • Customer satisfaction / expectations achieved.

Key Result Areas	Key Accountabilities	Key Performance Indicators (KPIs)
	<ul style="list-style-type: none"> • Takes ownership of ensuring delivery of a professional presence and message at all opportunities / events, including seeking support where required in good time. 	
Customer Management	<ul style="list-style-type: none"> • Develops strong relationships with, and adds value to, customer business - become a preferred supplier to your customers. • Deal with any customer related issues in a timely manner on behalf of Seed Force. • Establish a call cycle to keep in regular contact with customers. • Ensure that applicable Trading Agreements are in place for customers within the region, signed and returned prior to commencement of such Agreements. • Work with retail customers to achieve agreed sales targets. • Engages with retail technical field representatives across the Territory. • Provide on-farm advice with retailer customers as requested and at any opportunity to do so. • Maintains first point of contact for all individual and branch customer accounts operating within the Territory and seeks assistance where required. • Continually identify ways to improve customer relationships and mutually beneficial opportunities. 	<ul style="list-style-type: none"> • Develop and maintain ongoing, strong and positive relationships with your retail customers (owners, decision makers and key staff). • Actively and professionally represents Seed Force in resolving issues together with the team. • Maintains regular engagement with customers. • Customers feel you fully understand and support their business. • Understand customer's business, key goals and strategies.
Marketing	<ul style="list-style-type: none"> • Oversees the collation of farmer testimonials / newsletters and other such material as required from the Territory which enhances the profile of Seed Force. • Ensures effective use of customer & industry sponsorships and seed expenses for marketing purposes e.g. demo sites within the Territory • Maintains an adequate resource of necessary marketing resources for use day to day and ensures Seed Force overall resources are returned in good time and condition for further use by other team members. 	<ul style="list-style-type: none"> • Agreed testimonial and other territory resources are coordinated and delivered within the timeframes.
Performance	<ul style="list-style-type: none"> • Ensure that company procedures are always followed. • Develops strong relationships and adds value to the business. • Manage any business-related issues in a timely manner. • Continually identify ways to improve customer and internal relationships and opportunities within the Seed Force Group and its networks. • In conjunction with Manager develop and agree the key objectives within the role annually and ensure agreed performance targets are documented and completed prior to the commencement of each period. • Continually monitor progress against targets during the period and use for progress reporting and review purposes. • Develop a forward-thinking view of the business and can understand and communicate plans and sell the ideas. • Continually identifies areas of personal improvement and effectiveness. 	<ul style="list-style-type: none"> • Business processes are always adhered to. • Key performance targets and goals are met.

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Health and Safety	<ul style="list-style-type: none"> Adheres to all safe work practices and instructions to ensure the safety of self and workmates. Ensures that all hazards and incidences are reported promptly. Engages in health and safety initiatives which promote continuous improvement. Pauses work when concerns arise. 	<ul style="list-style-type: none"> Evidence of actively supporting and complying with health and safety policy and procedures. Evidence of active participation in the hazard management and identification process. Any unsafe work conditions, incidents and near misses are proactively reported and remedied. All job-related hazards are identified and reported.
Company Objectives	<ul style="list-style-type: none"> Make one's own skills available to other company personnel where appropriate to maximise outcomes for Seed Force Communicate with the Seed Force team to maximise synergies where they are possible. Ensures effective win-win relationships both internally within the Seed Force Group and externally. Maintains high level of professionalism at all times having awareness of the forum and audience. 	<ul style="list-style-type: none"> Conduct all business activity and communications in line with company values. Uphold company values by undertaking business activities in an ethical, professional and collaborative manner.
Other	<ul style="list-style-type: none"> Additional duties. 	<ul style="list-style-type: none"> Performs any other duties assigned by your manager.

DELEGATED AUTHORITY (SUBJECT TO CHANGE)

Area	Budgeted/Unbudgeted	Amount
Operating Expenditure	As per delegated authority document signed	
Capital Expenditure/Disposals	As per delegated authority document signed	

KNOWLEDGE / QUALIFICATIONS AND EXPERIENCE REQUIRED

Essential	<ul style="list-style-type: none"> • Level of relevant sales experience. • Strong communication skills, both written and verbal. • Strong ability to build retail customer relationships. • Commercial Agreement preparation, negotiation and execution. • Ability to present to customers, industry personal and end users. • Highly influential and strong presentation / selling / motivation skills. • Always shows a high level of professionalism and adheres to team culture. • Ability to work autonomously. • High level of computer literacy. • Relevant tertiary qualification. • Lives centrally within the Territory.
Desirable	<ul style="list-style-type: none"> • Secondary education certificates. • Level of agricultural sales experience. • Staff management experience. • Strong affiliation to the agriculture sector.

Behavioural Competencies	
Customer focus	<ul style="list-style-type: none"> • Is dedicated to meeting the expectations and requirements of internal and external customers. • Gets first-hand customer information and uses it for improvements in products and services. • Acts with customers in mind. • Establishes and maintains effective relationships with customers and gains their trust and respect.
Drive for results	<ul style="list-style-type: none"> • Can be counted on to exceed goals successfully. • Is constantly and consistently one of the top performers. • Results oriented. • Steadfastly pushes self and others for results.
Perseverance	<ul style="list-style-type: none"> • Pursues everything with energy, positivity, drive and a need to close the sale. • Seldom gives up before finishing, especially in the face of resistance or setbacks.

Time Management	<ul style="list-style-type: none"> • Uses his/her time effectively and efficiently. • Values time of others and always maintains a high level of punctuality. • Concentrates her/his efforts on the more important priorities. • Gets more done in less time than others. • Can attend to a broader range of activities.
Planning	<ul style="list-style-type: none"> • Accurately scopes out length and difficulty of tasks and projects. • Sets objectives and goals. • Breaks down work into the process steps. • Develops schedules and task/people assignments. • Anticipates and adjusts for problems and roadblocks. • Measures performance against goals. • Evaluates results.
Listening	<ul style="list-style-type: none"> • Practises attentive and active listening. • Has the patience to hear people out. • Can accurately restate the opinions of others even when (s)he disagrees.
Interpersonal savvy	<ul style="list-style-type: none"> • Relates well to all kinds of people – up, down, and sideways, inside and outside the organisation. • Builds appropriate rapport. • Builds constructive and effective relationships. • Uses diplomacy and tact. • Can diffuse even high-tension situations comfortably.
Integrity and Trust	<ul style="list-style-type: none"> • Is widely trusted and always maintains integrity. • Is seen as a direct, truthful individual. • Can present the untarnished truth in an appropriate and helpful manner. • Keeps confidences. • Admits mistakes. • Does not misrepresent her/himself for personal gain.

Seed Force Culture

• Can align and live by the Seed Force “Rules of Engagement”, as stated below:

Keep it positive – *energy is precious*

Honesty is good –*talk to and not about, “belly not back”*

Always solutions - *if you see a problem, come with a solution*

Back yourself - *we trust you to make the right decision*

Integrity matters – *do what you say you’re going to do*

Respond and don’t react - *be curious instead of critical*

Respect and understand each other’s role – *no one’s bigger than the team*

Sweep the shed – *we all take ownership*

Find a way to win for all - *no excuses, only opportunities*

Accept competition – *show respect*

Signed by Employee:

Employee’s Name

Signed by Reporting Manager:

Manager’s Name