



## **JOB DESCRIPTION**

**JOB TITLE:** Sales Agent (SA)

**AREA:** Various

**REPORTS TO:** Regional Sales Manager (RSM)

**KEY RELATIONSHIPS:** National Sales Manager (NSM)  
Agricultural Business Advisor (ABA)  
General Manager (GM)

**DATE:** August 2015  
Version - 2

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### **1. PURPOSE OF THE ROLE**

Working closely with the RSM, the Sales Agent (SA) will be the driving force behind the regions short, medium and long term development.

First and foremost, it is the responsibility of the SA to achieve or exceed the territory sales plan.

On a personal level, the SA must communicate effectively with the RSM and Office staff as well as with the company's customers.

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### **2. ENVIRONMENT OF THE JOB**

The Agricultural industry lags other sectors in providing structured, professional development programmes for its employees and agents. 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 their 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 SA, working under the guidance of the RSM, is constantly striving to raise standards, offering our customers an excellent level of service.

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### **3. GUIDANCE AND AUTHORITY**

The SA has a direct reporting line to the RSM.

The SA must develop strong lateral relationships with the administrative department and other members of the regional sales team.

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### **4. PRINCIPAL AREAS OF RESPONSIBILITY**

#### **a. Achieve the territory sales plan of £x**

#### **b. Ensure efficient field call planning, focus and implementation**

- Develop and implement an efficient call plan
- Keep accurate and up to date customer records which will remain the property of the company.

#### **c. Attend Regional Shows**

There are a number of shows in your area each year which you will be required to attend as requested by your Regional Sales Manager. When attending each show Agri Lloyd branded clothing must be worn at all times in line with the company guidelines.

#### **d. Attend regional quarterly sales meetings**

It is mandatory that you attend the meetings as per your agent contract

- e. Attend regular sales training meetings at the company's training centre in the Lake District**
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## **5. OTHER CHALLENGES**

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

The agency requires the SA to possess a positive mental attitude.

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## **6. KNOWLEDGE, EXPERIENCE AND SKILLS TO UNDERTAKE THE ROLE AT A FULLY ACCEPTABLE LEVEL**

### **a. Knowledge**

- good understanding of agricultural practices
- good understanding of customer service and care
- sound grasp and acceptance of current Agri-Lloyd policies/procedures

### **b. Experience**

- strong agricultural background
- understanding of customer care

### **Skills**

- truly customer-driven
  - excellent presentation skills
  - strong communication skills, both written and verbal
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The information contained in this job description is a true and accurate reflection of the job as at the date specified.

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Sales Agent

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Regional Sales Manager