



## Job Description

<b>JOB TITLE:</b>	<b>Trainee Dairy Specialist (TDS)</b>
<b>AREA:</b>	<b>Lancashire</b>
<b>REPORTS TO:</b>	<b>Regional Sales Manager (RSM)</b>
<b>KEY RELATIONSHIPS:</b>	<b>Regional Sales Manager (RSM) Sales Agents (SA) Agricultural Business Advisor (ABA) Office Manager (OM) Regional Manager Dairy Products (RMDP)</b>
<b>DATE:</b>	<b>November 2015 – Version 1</b>

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### **1. ROLE SUMMARY**

First and foremost, the Trainee Dairy Specialist (TDS) is responsible for developing the sales of the company's dairy products directly to the dairy farmers within their 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.

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## **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 TDS 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.

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## **3. PRINCIPAL AREAS OF RESPONSIBILITY AND SOPs**

### **a. Achieve the territory’s sales plan, by product**

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

- develop an effective calling plan
- efficient capture of customer and competitor information from the field
- follow the companies ‘Phased’ selling philosophy

- record all customer information on the CRM system
- build relationships with Key opinion Leaders within the territory

**c. Analyse and use marketing and sales data**

- understand how to analyse sales figures and reports and use to maximum effect
- display a “commitment to plan” culture
- become proficient with the companies CRM system

**d. Attend Key National and Regional Shows**

- European Dairy Event
- local Agricultural Shows in your area

**e. Efficient record keeping and Effective Reporting**

- ensure you:
  - provide detailed daily reports
  - are fully prepared for weekly and monthly planning review meetings
  - update your customer records after every call

**f. Participate positively in Regional Sales Meetings**

- effectively review Sales performance in sales meetings
- share best practice with colleagues

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#### **4. 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. attend staff meetings and training as required
  - b. occasional travel to other territories/locations maybe required
  - c. carry out any other duties as are within the scope and purpose of the job as requested by the RSM
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## **5. 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
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## **6. PERSONAL ATTRIBUTES**

The post holder will be expected to:

- be a team player
  - 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
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**7. JOB REVIEW**

The job description will be reviewed periodically to take into account changes and developments in service requirements. Any changes will be discussed fully with the post holder.

**Signature of Post holder:** ..... **Date:** .....

**Signature of Manager:** ..... **Date:** .....