

Job Description

Technical Sales Representative

This job description is designed to give an indication of the type of work and performance expected of the jobholder. It does not provide an exhaustive list of duties or performance standards and the jobholder agrees to undertake any other tasks that are consistent with the position and with the provision of quality service to the organisation. This will include the provision of support services to other brand divisions as required.

Company Profile

Nutrinza is part of the Intelact group of companies. Originally a farm consulting business, the Intelact brand has grown to incorporate the provision of financial services, feed supply and project management, animal export services and turnkey dairy developments internationally.

Nutrinza specialises in the provision of feed supplements to the dairy industry in New Zealand.

Job Purpose

1. Build and nurture strong, lasting relationships with customers through regular visits and personalised service
2. Achievement of sales and margin targets across the product range within assigned geographical area
3. Develop deep understanding of each customer's unique business operation to provide tailored feed solutions
4. Serve as a trusted advisor to customers, ensuring they receive expert guidance to support their animal feed purchasing decisions
5. Establish a visible presence in rural communities through participation in industry events and local agricultural activities
6. Negotiation of sales contracts with a consultative, value-based approach
7. Negotiation of pricing arrangements for non-contracted clients
8. Assists with price setting, sales forecasting and budgeting
9. Input on product development/enhancement opportunities and marketing initiatives based on direct customer feedback
10. Referral of business to other parts of the Intelact Group
11. Reporting, administration and customer service team support
12. Health and Safety

Location

Home based with travel required to and within designated geographical sales region and throughout NZ to support Sales Team

Key Relationships

- Clients and Customers
- Nutrinza Sales Team
- Consultants
- Nutrinza Customer Service Team
- Merchant Reps and Branch staff
- Nutrinza Suppliers

Expected Behaviours & Outcomes

1. Achievement of sales and margin targets across the product range

- Sales volumes by product are achieved
- Budgeted profit by product is achieved
- Client call cycles are established and adhered to
- Key client retention strategies are developed and implemented

2. Building strong customer relationships

- Establish and maintain a consistent in-person presence with existing customers, with face-to-face visit frequency based on customer needs and potential
- Develop a comprehensive understanding of each customer's business operation, challenges and goals
- Create customised feed solutions tailored to each customer's specific needs
- Act as a trusted advisor who guides clients through solutions, rather than focusing solely on making the sale
- Build relationships with key influencers in the local farming community

3. Visit existing and prospective customers to develop/establish business relationships

- Establish and follow structured in-person call cycles of existing customers in the sales area based on size, complexity and/or potential of the business
- Actively develop new business by visiting prospective customers on-farm, with agreed targets for new farm/businesses visits weekly
- Conduct high-intensity canvassing through face-to-face visits to discuss and promote special offers, new products, etc.
 - Create and implement personalised follow-up strategies for each on-farm visit
 - Progress and performance of on-farm visits are measured through KPIs and regular meetings with management

4. Promotion of the business through consultative selling

- Position Nutrinza as an 'expert' provider of feed fit for purpose through in-depth product knowledge
- Provide on-farm consultations and advice on feeds and feed blends, ensuring recommendations are based on each customer's unique farming system, feed situation and production targets
- Demonstrate product benefits through on-farm trials and practical demonstrations
- Handle customer concerns in person whenever possible, ensuring issues are resolved promptly and professionally

5. **Community engagement and industry presence**
 - Represent Nutrinza at local agricultural shows, field days and industry events
 - Participate in relevant industry associations and farming discussion groups
 - Host or co-host educational seminars and farm demonstrations showcasing Nutrinza products
 - Maintain visibility in rural communities through regular in-person networking

6. **Negotiation of sales contracts**
 - Agreed ratios of product are sold 'on-contract'
 - Contract pricing reflects agreed margins within the business

7. **Negotiation of pricing arrangements for non-contracted clients**
 - 'Spot' pricing reflects the market and required margins within the business
 - The customer service team are kept up to date with pricing changes

8. **Assists with price setting, sales forecasting and budgeting**
 - Daily / weekly assistance and advice on price setting
 - Assistance with the establishment of individual and sales team budget
 - Input into sales forecasts and recommendations on adjustments to forecasts as required

9. **Input on product development / enhancement opportunities and marketing initiatives**
 - Feedback is given regarding customer purchasing patterns and future opportunities
 - Input into the marketing plan for the business
 - Development and implementation of agreed marketing strategies
 - Feedback on product development, blends etc.

10. **Referral of business to other parts of the Intelact Group**
 - Opportunities for other parts of the Intelact Group are identified and referral systems developed and implemented
 - Customers see the Intelact Group as a business partner, able to assist in all aspects of 'on-farm' business

11. **Reporting, administration and customer service team support**
 - Manages weekly reporting from and to sales team
 - Reports weekly to the National Sales Manager
 - Maintenance of customer information from sales visits / calls
 - Work with the customer services team to develop, implement and maintain best practice customer service processes and procedures
 - Accurate completion of all paperwork associated with the position
 - Timely management of information between suppliers, customers and Nutrinza to ensure customer needs are met promptly

12. **Health and Safety**
 - Company health and safety procedures are understood and complied with.
 - There are no serious harm accidents.
 - Strive for zero workdays lost through work-attributable accidents or injuries

Measures & Standards

One of the elements for success in any role is a clarity of expectations. For sales roles in particular, clarity of expectations, measurement of results and understanding any gaps is critical to success. For this reason, we have developed clear Measures and Standards for your role. In addition to the expected behaviours and outcomes outlined above, the measures and standards outlined in Appendix One provide the detail and clarity needed and activities and results expected.