
JOB TITLE: REGIONAL SALES MANAGER

DIVISION: Sales

CONTRACT TYPE: Permanent

SALARY: Competitive Base Salary + Performance Bonus + Vehicle + Fuel Card

LOCATION: South West / Exeter

REPORTS TO: South West Business Unit Manager

WORKING HOURS: 08:30am – 17:00pm

VACANCY REF: 0006

ABOUT US

Involved in Plant and Animal Nutrition for almost 60 years and active in the Agri-food industry, the Groupe Roullier draws upon its industrial and technical expertise, its unique sales force and a sustained innovation policy to meet the specific needs of its clients. Our strength is in our 8,000 employees who share our values: innovation, performance, and entrepreneurial spirit. Our activities are organised into 4 divisions: Plant nutrition, Animal nutrition, Agri-food and Industrial solutions.

TIMAC AGRO a subsidiary of the Groupe Roullier, has more than 5,700 talented people based in 39 countries across the globe, with a global turnover of €2BN. Timac Agro UK, has since moved to a brand-new Head Office facility at the world - renowned Rothamsted Research Centre, the UK's primary agricultural research institutions in the world.

THE ROLE

Timac Agro UK are expanding, and we are looking for a **Regional Sales Manager** to drive and manage our field based commercial sales team in the **South West** region. You will be tasked with building and developing a profitable sales team in your area along with establishing lasting relationships with our customers, farmers and wider stakeholders.

We are looking for someone with clear passion for the agri-food industry an individual with a demonstrable ability to develop new business and increase business profitability in your region by building on existing relationships with our distributor / merchant partners as well as the farmers and producers. You will also have a passion for developing people, building a team of 10 or more Technical Sales Specialists and finding ways to ensure their new and continued success.

Our Regional Sales Managers lead the following activities:

- Detailed market analysis by identifying priority and niche markets and offering solutions that are best suited to our local environment
- Presenting specific products to our clients ensuring these products adapted to each operation / farming enterprise
- Developing partnerships with distribution partners who share our target audience and objectives
- Recruiting people for the region that are committed to helping farmers and driving the profitability and sustainability on their farms
- Building trust by delivering on promises, increased profitability of our customers through tailored commercial strategies

The role will require focus on exceeding sales targets alongside a longer-term view to establish and maintain business, based on trust, commitment and transparency.

REGION – Cornwall, Devon, Somerset.

**Please note: this is a field-based role and will require regular travel. You may be required at times to visit our Head Office for mandatory training.*

RESPONSIBILITIES

- To promote and sell our unique, enhanced product range, in close liaison with our local distributors
- To build key distribution channels on a local, regional and national level for the business, enhancing its commercial development
- To work in conjunction with the Talent Manager to facilitate in driving recruitment of your Field Sales Team, by implementing a solid onboarding strategy and integrating new members into your team
- To ensure that your team are consistently managed and continuously developed, coached and assigned training where necessary so that they'll always meet and exceed their sales and technical development targets
- Participate in the delivery of the technical sales specialist integration and training activities
- Engaging with companies within the region and establishing needs whilst analysing competitor's activities and assessing opportunities for business development
- Maintain an organised account of sales activity to ensure all customers are provided with the best possible service
- Continuously prospect, and build lasting relationships with the local agricultural community in your area, and implement sales operations as required
- To ensure that you're always up to date with industry knowledge (including regulatory requirements) by analysing regional market trends and discovering new opportunities for growth
- Key responsibility for the overall regional P&L: Essentially running a business within a business for Timac Agro UK
- To undertake any other duties as may be reasonably expected by Country Manager

ABOUT YOU

- Commercial success and quantifiable achievements within sales, business development or account management
- B2B sales and planning experience along with an organised and strategic approach to business & sales development, i.e. building local relationships and creating a trusted environment with our customers to achieve joint objectives
- Able to demonstrate resilience as well as focus on positive outcomes; with the ability to inspire and drive forward a sales team both through your character and ability to measure, analyse and act on your team's KPIs
- Motivated to work with premium solutions offered by Timac Agro UK (e.g., whole farm approach, working with enhancing natural systems)
- Excellent written and spoken communication with the ability to effectively engage with different people at all levels
- Learning agility, with the desire to advance your area of expertise and apply it to new tools and methodologies
- Degree qualified (ideally agriculture related or other closely related field)
- A full, clean UK Driving License
- Ideally, the successful candidate will be from an agricultural background with a solid understanding of local Farming/ industry practices, and a passion for the industry we operate in

WHAT WE OFFER

At Timac Agro UK, we like to look after our own by ensuring our employees have access to great benefits. Below is a list of just some of the benefits we have to offer...

- Competitive base salary + Performance Bonus + Vehicle + Fuel Card
- On-the job training + Accredited Qualifications
- 25 days annual leave + Bank Holidays
- Company car + fuel card + laptop + tablet + phone
- Employer contribution, salary sacrifice pension scheme
- Lump sum of x3 basic salary death in service

PERSON SPECIFICATION

Criteria	Essential	Desirable	Assessment Method
Qualifications	<ul style="list-style-type: none"> • A degree in a related field, ideally agriculture related or other closely related field 	<ul style="list-style-type: none"> • Master's degree in Business Management or Agriculture • FACTS & BASIS 	<ul style="list-style-type: none"> • CV/Application • Telephone pre-screening • Certification
Skills/competencies	<ul style="list-style-type: none"> • Strong commercial acumen - sales literate; business forecasting; ability to measure and analyse KPI's • Expert stakeholder management skills • Excellent organisational, planning and problem-solving capabilities • Excellent verbal and written communication skills • Excellent interpersonal skills, including effective presentation skills • The ability to converse with a diverse range of people at all levels • Recruitment of new staff and on-boarding • Training, coaching, and development of staff • Performance management • Good report writing skills, collating and interpreting business data • Learning agility, with the desire to advance your area of expertise and apply it to new tools and methodologies • A full, clean UK Driving License 	<ul style="list-style-type: none"> • Brand promotion utilising both traditional marketing techniques as well as up-and-coming/ latest marketing tools (e.g., social media, digital re-marketing, and instant customer usage of data and other) • French at conversational level 	<ul style="list-style-type: none"> • CV/Application • Interview (competency-based questions) • Presentation (<i>where applicable</i>)
Knowledge	<ul style="list-style-type: none"> • Sales Techniques and best practice • Sales management / CRM systems • Commercially aware of current industry happenings/ innovations 	<ul style="list-style-type: none"> • Up-to-date understanding of current agricultural policies and practices in the UK and how they will impact our current farming systems • Understanding of working with natural systems, biological farming • An understanding of plant nutrition, soil biology and crop production • Familiarity with Salesforce CRM software 	<ul style="list-style-type: none"> • Interview (competency-based questions) • Presentation (<i>where applicable</i>)
Experience Required	<ul style="list-style-type: none"> • Commercial success and quantifiable achievements within sales, business development or account management 	<ul style="list-style-type: none"> • Agriculture /environment-based work experience or other exposure to field-based farming/ environment work 	<ul style="list-style-type: none"> • CV/ Application • Telephone pre-screening

	<ul style="list-style-type: none"> • B2B sales and planning experience, i.e. developing local relationships and creating a trusted environment with our customers to achieve our joint objectives • Staff/ team management experience 	<ul style="list-style-type: none"> • Recruitment, training, coaching, development and performance reporting, on-boarding of new staff 	
<p>Special attributes <i>(for example, a track record of writing financial reports for a company board)</i></p>	<ul style="list-style-type: none"> • Able to carry out regular travel across the given region in order to fully support all TSS' and customers • Ability to demonstrate Confidence and persuasive attitudes when presenting our company and products. • Motivated to work with premium solutions offered by Timac Agro UK (e.g., whole farm approach, working with enhancing natural systems) 	<ul style="list-style-type: none"> • An Agricultural background with a solid understanding of local Farming/ industry practices, and a passion for the industry we operate in • Existing links in agricultural industry within the region/ across the West of the UK • Demonstrable passion for innovation in business and/ or farming (for example, contributing towards the implementation of a new working practice or a farming system) 	<ul style="list-style-type: none"> • Telephone Pre-screening • Interview (competency-based questions) • Presentation (<i>where applicable</i>)
<p>Personal qualities <i>(for example, self-motivation)</i></p>	<ul style="list-style-type: none"> • Self-motivated whilst lone working and self-driven with the desire to succeed • Able to demonstrate resilience and with a focus on positive outcomes • Approachable, team-orientated; able to inspire the team and drive them forward • Able to manage challenging situations with tact and high level of discretion 		<ul style="list-style-type: none"> • Interview (competency-based questions) • Presentation (<i>where applicable</i>)