



Agri Sales Manager

Role Description:

Mole Valley Farmers holds its values at the core of the business, these values are embedded into the daily duties and responsibilities of every colleague. We are committed to delivering service excellence, and believe every colleague has a part to play in enabling us to achieve this. Reporting to the Store Manager, you will lead and develop the Agri Sales team to build and maintain relationships with new and existing customers. You'll coach your team to deliver a highly organised operation which prioritises customers whilst driving exceptional commitment to our operational profit. You will engage at all levels across the branch, company, and Product Managers to make commercially astute decisions to drive the success of the business. Alongside analysing data to create and plan your strategy to grow our footprint in the community will be a daily part of your role.

Your Responsibilities:

- Assist the store management team in driving the success of the store and the wider business
- Deputise in the absence of the Store Manager and undertake duty management responsibilities
- Actively communicate with your team, and manage their hours and shifts, attendance and wellbeing
- Ensure development plans are in place for you and your team and that every individual understands and complies with safe working practices in store and on site
- Coach and share your knowledge and support your team in their understanding of essential business functions such as RAMA, on farming methods and how to identify and develop potential business opportunities
- Manage and process delivery transactions and product picking
- Manage a reportable ledger of approx. 100 customers. This ledger and performance will be included and measured in monthly Business Development Manager balanced scorecard. You and your team will work to increase ledger spend and member conversion, encouraging lapsed/previous customers back to the business
- Engage our customers both internally and externally, and encourage new customers and account holders into the business, identifying their needs whilst supporting them with our products and methods
- Support all aspects of the business in achieving high standards, including visual merchandising plans, management of promotions, product seasonality, and promotion of store events
- Be commercially aware of the local environment, engaging across all levels of the business to create plans that will deliver growth by attending local agricultural markets, events and making farm visits
- Proactively deal with inbound calls and emails, maintaining excellent levels of communication with our customers and colleagues
- Support the site to achieve success with its KPI's, and measure the agriculture category performance as part of the overall store budget and margin objectives

Head Office and Registered Office

Mole Valley Farmers Ltd, Exmoor House, Lime Way, Pathfields Business Park, South Molton, Devon EX36 3LH
T 01769 573431 | E info@molevalleyfarmers.com

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Personal Specification:

Requirement
Qualifications:
AMTRA and BASIS (Storage of Agricultural Chemicals) qualification
FIAS / UFAS / NOPS
NVQ or equivalent qualification in retail
A full driving licence is essential as this role will include travelling
Experience:
Proven track record of delivering sales targets
Experience of working in a sales and customer focused environment and achieving sales and margin targets
At least two years proven supervisory or management experience leading and developing a team within a comparable role
Knowledge / Skills:
Knowledge of the agricultural and countryside marketplace
Strong IT skills with a working knowledge of Microsoft Office
Good communication skills and the ability to deal with customer's issues/problems in a polite and courteous manner
Personal Attributes:
Self-motivated and pro-active with the ability to work as part of a team on your own initiative
Ability to prioritise your workload, cope under pressure with a flexible and adaptable approach and find solutions to problems
Ability to identify opportunities for improvements within your area of responsibility

Behaviours for the role and in line with The Power of Mole:

- **Put Customers First** – being approachable, respectful, and friendly. Providing an unparalleled customer experience. Placing the customer at the heart of the business process
- **Be Honest** – being genuine, fair, and trustworthy. Operating professionally whilst communicating openly in a positive manner. Face challenges and issues but driving change and building sustainable relationships
- **Show Commitment** – being attentive, supportive, and loyal. Working to achieve results and sharing clear directions and goals. Collaborating with teams within the business to embrace change to achieve results
- **Be knowledgeable** – being informed, dedicated and authoritative. Recognising that the development of capability drives business success. Takes action to establish a high-performance, engagement culture within the organisation
- **Be courageous** – being challenging, passionate and creative. Being innovative and creative and delivers on commitments, uses flair and passion to drive change

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- **Offer solutions** – being innovative, informed, and progressive. Understands how their activities fit with business plans and analyses what is required to deliver effective outcomes. achieves high quality outcomes in appropriate timescales and identifies ways to improve effectiveness and efficiency

This role may be required to work additional hours as per the demands of the role. This job description covers the main requirements, but it is not exhaustive and may be subject to changes of definition as may become necessary from time to time.

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