



# Agricultural Sales Specialist

## 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 'meet and greet' farmers and shareholders coming into the branch. You will proactively promote sales of the total agri product portfolio to our core agricultural customer base, members and shareholders. Working with both retail and external agri sales staff, you will support your colleagues with added value services.

## Your Responsibilities:

- You will help develop sales to existing customers and attract new members where possible and encourage the use of services offered by Mole Country Stores
- Ensure our customer service levels and advice given is consistent to our farmer customers
- You will maximise the use of campaigns and promotional material to achieve sales growth
- You will have knowledge of the local market, competitors, customer needs and trends in order to be flexible in your approach
- You will manage a ledger of customers looking to increase sales through the complete agri offering to Mole Country Stores
- You will be required to keep the company database up to date at all times and manage to maximise sales opportunities
- You will undertake training as and when need is identified and it is expected that you attend sales meetings when required

## Personal Specification:

Requirement
<b>Experience:</b>
Previous retail experience
Knowledge of farming and the agricultural / countryside marketplace
<b>Knowledge:</b>
NVQ or equivalent in retail
AMTRA and basis qualification
Good communication and interpersonal skills
Strong retail disciplines with a passion for customer service
Good IT skills
Ability to work under pressure
Awareness of Data Protection / GDPR
Health and Safety awareness
<b>Personal attributes:</b>



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Confidence and ability to lead, motivate and inspire enthusiastic teams in providing sales support and customer service
Self-motivated and able to use initiative
Friendly
Enthusiastic
Flexible approach

## 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
- **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.

