

## Position Description

<b>Position title:</b>	<b>Retail Salesperson</b>
<b>Reports to:</b>	Business Manager
<b>Function/Dept:</b>	Operations
<b>Seniority:</b>	Staff
<b>Location:</b>	Branch
<b>Job Type (permanent vs casual/fixed, FT vs PT etc):</b>	Full-time & Part-time
<b>Date document last modified:</b>	Nov 2008

### Primary purpose:

To sell products and services that will increase Farmlands market share and help achieve the mission and goals of Farmlands through providing high quality customer service to all shareholders and customers. To champion assigned categories to optimize business returns.

### Key accountabilities:

1. Maintain and develop existing and new customers to optimise quality of service, business growth, and customer satisfaction.
2. Maintain the highest level of customer service according to Farmlands operating procedure
3. Actively encourage shareholders to use the Farmlands Card wherever possible and when products are not available in store.
4. Plan and prioritise personal sales activities for assigned categories and customer contact towards achieving agreed business aims, including costs and sales. Respond to and follow up sales enquiries in writing, by telephone and/ or personal visits.
5. Support assigned category marketing activities and integrate personal sales efforts with other organised marketing activities which could include product launches, promotions, advertising, exhibitions and canvassing on farm.
6. Manage and champion assigned category product area, inventory, promotion stock levels, quotes, stock turnover, pricing and margins according to agreed policy.
7. Always work in a safe and courteous manner and adhere to health and safety policy.
8. Develop relevant knowledge and skills to assist customers and continue to grow knowledge.
9. Accurately process inwards goods as per Farmlands operating procedure.
10. Familiar with administration tasks and able to perform administration backup if required
11. Accurately process all sales and administration tasks; adhering to any point of sale laws e.g. sale of dangerous goods
12. Communicate self-development needs through performance development plan and manage own self development
13. Follow all lawful direction consistent with the above tasks as directed by the Business Manager or Assistant Manager

**Critical success factors/key performance indicators (KPI's):**

1. Sales targets by category
2. Margin targets by category
3. Completion of category plans and proper recommendations and applications of products sold
4. Superior Customer service and Customer satisfaction (cooperation and communication with internal and external customers).
5. Compliance with sales laws
6. Category stock on hand less than 47 days

**Position dimensions :**

- Territory: In accordance with established Branch Boundary.
- Branch Core product range: over 9000 product lines.
- Target sectors: Existing shareholders and other farmers.
- Customer base in general between 300 to 1200 shareholders. Typical account value \$20,000 to \$50,000 pa.
- Purchasing authority in line with Farmlands procedure.
- Budget accountability for category responsibilities.
- Task planning horizon (< 6 months, < 1 year, > 1 year) - < 3 months

**Contacts arising/relationships - external & internal:**

**Key customers**

- Shareholders, cash and prospective customers.

**Internal (other)**

- Branch staff, Category Team, Account Managers, HR, H/O, Technical Advisors, Regional Manager

**External (other)**

- Suppliers
- Service providers

**Desired Minimum Capabilities**

**Professional experience, skills and knowledge** (what are the skills which are critical to the success of this position? What is the type & years experience, seniority, areas of business/industry required? What is the minimum level of previous Leadership exposure required?):

- Good verbal and written communication skills
- Numerical and analytical skills
- Computer literate
- Good time management skills
- Familiar with rural and farming practices
- Retail or Rural sector experience
- Agricultural qualification advantageous

**Minimum education & qualifications** (list Certificate, Bachelor Degree, Post Graduate Degree, etc?):

- Advantageous compliance certificates such as dangerous goods endorsement, approved handler certificate, forklift licence