



Position Description	
Position:	Trainee Technical Field Representative
Position Holder:	TBC
Reports to:	Store Manager
Location:	Taupo
Business Unit:	Rural Supplies
Job Family:	Sales & Customer Facing

Position Objective:	
<p>The Trainee Technical Field Representative is responsible (under the supervision of the Store Manager) for the marketing and management of effective and profitable Rural Supplies Sales service in his/her geographical area. To ensure existing and potential clients are serviced professionally meeting company standards of excellence whilst providing a high level of product and farm advice.</p> <p>As a Trainee it is a key expectation of this position that the incumbent will complete all training and self development opportunities in order to develop capability to deliver against the position and MfP objectives of a qualified TFR.</p>	
Key Relationships	
<ul style="list-style-type: none"> ▪ External ▪ Internal 	<p>All farmers and farming clients in the Geographical Area</p> <p>Area Sales Manager Regional Manager Rural Supplies Staff Support Staff Retail Manager</p>

age 1/5

Personal Objectives	Key Performance Indicator (KPI)
Maintain and further develop your level of skill and effectiveness in relevant professional areas and take responsibility for further skill enhancement and personal development.	<ul style="list-style-type: none"> • To undertake identified personal training/development as appropriate with the prior approval of the Store Manager & the Retail Manager.

Key Accountabilities	Key Performance Indicator - KPI
Operational	
1. Customer Service	<ul style="list-style-type: none"> • Be available for and maintain regular contact with key accounts and be aware of needs, advise and promote latest innovations and services and be aware of the level of satisfaction with PGG Wrightson Rural Supplies • Continually provide a sound, accurate and a high level of farming and product advice to farming clients in order to foster increased sales (inputs) • Ensure these services are professional, timely, competitive, effective and profitable to both client and company. • Ensure a minimum of 30 farmers or farming clients within the designated area are called on each week to determine client needs and future trends. • Manage client communications and ensure all are documented in a timely manner and appropriate records maintained. I.e. the diary records. • Ensure services offered are competitive, user friendly and meet customer requirements. • Client enquiries acknowledged within one working day, targeted service levels achieved and measured by level of customer satisfaction through survey. • Guarantee Service delivery is timely, prompt and reliable and personal relationships are established with all farmers and farming clients as appropriate • Ensure the culture of PGG Wrightson is focused on Customer service and there is a sense of confidence in the Company fostered in all farmers and farming clients • Ensure decisions are made in the best interests of both client and company • Client Issues are addressed and resolved in an appropriate and timely manner to the satisfaction of all parties with the assistance of the Store Manager or Retail Manager (if required). • Ensure full compliance with PGG Wrightson policy and all procedures therein are adhered to at all times. • Customer service practices are in accordance with company policy and current legislation.
2. Marketing	<ul style="list-style-type: none"> • Provide support to the Area Sales Manager by assisting in the development of marketing strategy. • Proudly represent PGG Wrightson's marketing strategy to all potential and current farming clients.
3. Administration and Reporting	<ul style="list-style-type: none"> • Reports on monthly sales activity are provided to the Retail Manager for the area as requested • Maintain a diary of all visits to farmers and farming clients. Ensure all transactions entered into are recorded in this diary for future reference. • Ensure inventory control standards are completed in a timely and accurate manner • Take responsibility for car stocks and ensure they are accurately recorded and maintained. • Ensure completion of other administration functions as

	required by the Ares Sales Manager
4. Risk Management	<ul style="list-style-type: none"> Accurately assess PGG Wrightson client needs and ensure the appropriate follow up is actioned and the necessary administration activities are completed in an accurate and timely manner.
5. Communication	<ul style="list-style-type: none"> Ensure market trends and opportunities gained in the field are communicated to the Area Sales Manager to ensure all opportunities are maximised.
6. Team Membership	<ul style="list-style-type: none"> Ensure that effective working relationships are maintained. Conflicts are acknowledged and resolved with the assistance of the Area Sales Manager (if necessary). Support is given to other team members in a timely and appropriate manner. Ensure safe working practices are maintained as per Company policy and ensure legislative compliance
7. Public Relations	<ul style="list-style-type: none"> Ensure effective relationships are developed and maintained with the professional community Community functions are attended where appropriate i.e. networking opportunities are actively sought. The company is well represented within the Fruitfed Supplies and Rural industry and ensure the Company profile of PGG Wrightson is maintained and strengthened
8. Other duties - as reasonably directed by the Area Sales Manager from time to time.	<ul style="list-style-type: none"> To complete such tasks and projects in a competent and timely manner in accordance with directions.
Strategic	
9. Business Growth	<ul style="list-style-type: none"> Ensure profitability and market share are maintained and strengthened. Personal targets and goals are negotiated with the Area Sales Manager and achieved in the time specified. Actively promote all cross Divisional Company products and services (Wool, Rural Supplies, Seeds, Irrigation and Pumping, Financial Services, and Insurance) All future Clients needs are assessed and researched in a detailed and appropriate manner Industry and Market Knowledge is sought and utilised Ensure opportunities are actively sought for the gaining of competitive advantage and new services are developed as appropriate

Technical Skills

- Relevant experience in the Rural and/or Fruitfed Supplies Sales industry
- Knowledge of and empathy with the Farming business
- Proven industry knowledge
- Demonstrates excellent written, oral and interpersonal communication skills.
- A high standard of English.

Qualifications:	
<ul style="list-style-type: none"> • Hold a tertiary qualification and/or have received Rural and/or Fruitfed Supplies Sales industry related training 	
Behavioural Competencies	
Achieving Results	<p>Sets challenging goals for self and understands performance expectations to ensure expectations and targets are met; effectively managing one's time and resources so that work is completed efficiently, safely and to a high quality standard; celebrates achievement of results.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Sets Goals and performance standards • Prioritises • Leverages resources • Delivers • Ensures high quality output • Celebrates success
Becoming a trusted Advisor	<p>Creating valued business partnerships with customers; proactively identifying business opportunities for the customer; conveying a firm understanding of the customer's business and opportunities for PGW partnership, in line with PGW's vision and values.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Positions PGW as a business partner • Understands Customer • Shares value-added insight • Navigates customer's context • Cultivates an active network • Meets PGW's needs
Knowledge Sharing	<p>Actively shares and contributes own knowledge, skills and expertise to develop the knowledge, skills and expertise of others.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Identifies Opportunities • Ensures Understanding • Offers feedback • Encourages application
Commercial Decision Making	<p>Demonstrates a strong understanding of PGW's vision, business operations and functions; draws from experience and utilises industry information and PGW's position to make decisions; recognises when further investigation is needed before decisions are made.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Applies commercial understanding to maximise PGW's results • Understands PGW • Understands our industry sectors • Makes decisions strategically • Identifying opportunities
Continuous Learning	<p>Actively identifying new areas for learning needed to stay up to date and leading edge in area of expertise; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application; remaining open to challenge and change .</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Targets learning needs • Seeks learning activities • Maximises learning • Applies knowledge or skill • Openness to change and challenge
Teamwork	Actively participating as a member of one's own team

	<p>and the broader PGW team; building good relationships and playing one's part as a team member, so as to assist in the achievement of both Business Unit and PGW goals.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Functions as a PGW team player • Assists goal achievement • Involves others • Informs others • Models commitment
Effective Communication	<p>Recognising one's role in PGW's communication; clearly and succinctly conveying information and ideas to individuals and the organisation; communicating in a focused, appropriate and effective manner.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Takes initiative to share information • Communicates appropriately • Listens to and comprehends communication from others • Delivers clear messages. • Communicates with impact • Ensures understanding • Follows up

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Trainee
Technical Field Representative

Signature

Date

Store Manager

Signature

Date