

## **Regional Sales Manager, Germany Job Description**

### **Company Profile**

Agricultural Magnetics Limited (AML) is a Dublin based technology company that provides innovative and practical solutions for the agricultural and food sectors. The patented spraying technology known as MagGrow developed by AML allows end users to reduce their chemical and water usage during the pesticide spraying application and also increase yields in the process.

### **Position Title**

Regional Sales Manager, Germany

### **Reports To**

European Sales Director

### **Main Purpose/Key Objective of the Role**

The Regional Sales Manager is responsible for supporting the commercial sales process for all stakeholders within a defined territory or set of defined accounts. Stakeholders include MagGrow management and sales team, sales partners, distributors, dealers and end customers. The main objective of the role is to deliver the defined sales revenue targets of the business in the region.

### **Key Accountabilities**

The Regional Sales Manager will be responsible for:

- Directly and indirectly managing sales opportunities
- Develop new dealer relationships.
- Develop existing Trimble and dealer relationships within defined territory
- Manage the on-boarding of new dealers including commercial, installation and crop science requirements
- Create and manage plan to achieve sales targets for territory
- Report regularly to management through weekly meetings, calls and reports.
- Manage pipeline of opportunities through Customer Relationship Management (CRM).
- Contribute to the development of the company's Sales Process.
- Work with sales and marketing and operations to develop and implement comprehensive strategies, systems, tactics, metrics and action plans, to grow and support sales revenue targets.
- Sourcing and providing content for the MagGrow and Resellers web sites to include You Tube, Facebook, LinkedIn, Twitter, blogs, case studies, test results and white papers
- Supporting Resellers marketing and sales requirements which may include attending events
- Supporting sales and marketing events



## Key Skills/Attributes

- Previous experience in sales support/technical/crop science role – Agricultural Technology sector ideal.
- Demonstrated understanding of application spraying in Agriculture
- Proven record of making a difference in a commercial environment
- Ability to communicate, present and influence all levels of the organization, including executive and C-level
- Ability to articulate the value proposition of products and services
- Ability to position products against competitors
- Excellent organisational/process management skills
- Excellent listening, negotiation and presentation skills
- Excellent verbal and written communications skills