**Regional Sales Manager | Up to £40,000 PA (depending upon experience) | South**

**About the Role**

Working closely with the Divisional Director you will be the driving force behind the Southern region’s short, medium, and long-term development. Your key objective will be to achieve or exceed the region’s sales plan.

Your success will depend on your ability to motivate and engage with your team of independent sales agents and ensure that they are committed to the annual business plan that you will develop.

Main duties: -

* Ensure the overall sales plan for the region.
* Management of Sales Agents.
* Prepare annual sales plan.
* Become proficient with the company CRM system and ensure this is kept up to date by the sales team.
* Attend relevant trade shows.
* Attend farmer meetings.
* Daily reporting.

**About you**

* At least 3 years sales management experience.
* Understanding and **passion for the agricultural industry is essential.**
* Good understanding of concept selling.
* Natural rapport builder at all levels.
* Ability to lead a team effectively.