**Dairy Sales Manager (DSM) - Permanent**

Up to £50,000 per annum (based upon experience), Company car, Commission structure, and excellent benefits

About the Role

Agri-Lloyd has been at the forefront of ruminant nutrition for thirty years and is recognised as one of the few real specialists in this field.

The Dairy Sales Manager is responsible for managing the development of sales for Agri Lloyd’s nutritional and health products which will be sold directly to farmers through a network of Area Sales Managers (Dairy Team).

Central to the role’s success will be managing the Area Sales Manager (Dairy Team) network to ensure that they:

* Adopt the company’s philosophy of achieving sales based on building long term relationships with its customers. This will necessitate a patient but committed approach to following the Phase 1, 2 and 3 sales strategy.
* Develop sales based upon detailed analysis of Forage Audits, Rumen Status Audits and additional analytical services, assessing customer needs, providing sound advice, establishing best practice and ensuring excellent product performance.
* Develop and maintain a detailed CRM system.

About you

* A thorough understanding of dairy farming
* Ideally degree educated in an agricultural related subject
* Good understanding of concept selling
* Natural rapport builder at all levels
* Ability to lead a team effectively

Essentially, we are looking for a driven Sales Manager that is just as passionate about the agricultural sector as we are. If this sounds like you then we’d love to hear from you.

Due to this being a national role, the Dairy Sales Manager should expect to spend at least two or three nights per week away from home.