**Regional Sales Manager (Direct) – Agri Lloyd – Lytham or Leominster**

Up to £28,000 PA basic salary, monthly commission structure, and a company car!  
  
Salary automatically increases to £31,000 PA after 6 months.

An opportunity that offers genuine progression with a Company that has been at the forefront of ruminant nutrition for the last 30 years.

**About the role**   
  
Working closely with the Divisional Director and other Regional Sales Managers, you will be responsible for managing existing customer accounts that aren’t currently being serviced.   
  
You will generate further sales by adopting the company’s philosophy of building long term relationships with its customers. This will necessitate a patient but committed approach. A consultative mindset is essential to ensure you develop sales based upon customer needs, best practice, credible advice and excellent product performance.   
  
Key Responsibilities: -   
  
- Build effective relationships with existing and potential customers through face to face meetings.   
- Generate further sales through targeted activity.   
- Communicate effectively with the Divisional Director and Management team.

* Participate at relevant agricultural shows.

**About you**   
  
- A good understanding of the agricultural sector is essential.   
- An agricultural degree would be highly advantageous.

* Previous sales experience would be advantageous.
* Natural rapport builder at all levels.
* Self-motivated and driven when working towards set objectives.
* Passionate about providing excellent customer service.
* Ability to work autonomously.
* Willingness to travel as this is an essential part of the role.
* Have working experience of MS Office.