

## Person Specification

### Essential Criteria

- Customer centric approach with a strong commitment to service excellence.
- Effective communication skills with the ability to build rapport and influence decision-making.
- Sales driven mindset with the ability to identify opportunities and close business.
- Technical aptitude with the ability to understand and explain product and farm level information.
- Problem solving ability with a proactive and solutions focused approach.
- Attention to detail in record keeping, analysis, and customer documentation.
- Team collaboration with the ability to work effectively with colleagues and partners.
- Experience in a sales, agricultural, or customer-facing role.
- Experience working with farmers, merchants, or agricultural supply chains (or a strong willingness to learn).
- Understanding of agricultural practices, livestock nutrition, or farm operations (training can be provided).
- Awareness of commercial processes including pricing, credit control, and customer account management.
- Professionalism and integrity in all interactions.
- Resilience and adaptability in a fast-paced, field-based environment.
- Self-motivated, organised, and able to manage a varied workload independently.
- Hold a current valid driving licence

### Desirable Criteria

- Formal training or qualifications in agriculture, animal nutrition, or a related field.
- Experience conducting on-farm assessments or technical sampling.
- Knowledge of feed planning, grassland management, or livestock performance metrics.
- Possess a 3<sup>rd</sup> level qualification in agriculture
- 2+years Sales experience in the animal feed industry or general agricultural industry