



Job Description

Position Details

Position Title:	Business Development Representative	Team	Sales
Reports to:	National Sales Manager	Direct Reports:	n/a

Role Purpose

Working closely with the National Sales Manager, this role will be focused on growing the AuctionsPlus Business through education, market penetration and targeted region specific growth. The role will be required to implement strategic sales and marketing strategies, drive market penetration and increase sales revenues in existing and new markets.

The role will report directly to the National Sales Manager on their weekly sales pipeline and will challenge perceptions and drive change in the livestock sector through leveraging strong industry relationships and possessing product knowledge expertise across all areas.

This position is an important role within the Sales Team and as such will provide regular communication to all departments.

The successful candidate will have tertiary qualifications in agriculture, business, animal science or a related discipline, backed by experience and credibility in livestock production, red meat supply chain, agency or export meat roles. Sales experience is looked upon favourably but not crucial.

Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.

Key Responsibilities

	Responsibility	% job	Performance measures
1	Business Development <ul style="list-style-type: none"> Implement and drive business development strategies to improve market penetration and market expansion through increased sales in Commercial Livestock listings Proactively initiate new business relationships with industry participants and potential customers and negotiate sales contracts and pricing Increase industry presence and maintain excellent market knowledge through attending events and researching publications. Recognise current thinking and trends and identify business development opportunities Engage with industry participants, customers and potential customers to identify opportunities through new services and products or improvements to current offerings. Take steps to implement initiatives identified, including partnering with the Product Development Team 		
2	Sales & Marketing <ul style="list-style-type: none"> Maintain and build on existing distribution channels Drive greater awareness and use of the AuctionsPlus interface sales Develop in collaboration with the National Sales Manager, and execute regional sales strategy to deliver growth to the AuctionsPlus business Analyse sales information and market data to identify opportunities for campaigns and services that will lead to increased sales Design, Develop and drive marketing strategies to improve brand awareness and drive market penetration and market expansion through increased sales 		
3	Business Insights <ul style="list-style-type: none"> Manage insights on customers and markets Review performance against key business metrics through Sales and Marketing reporting and analysis and identify appropriate actions required Identify high value AuctionsPlus customers and understand their drivers and needs 		

	<ul style="list-style-type: none"> Share business intelligence internally to build customer and market awareness 		
4	Relationship Management <ul style="list-style-type: none"> Maintain strong working relationships with industry participants and customers and actively promote the AuctionsPlus platform benefits and drive throughput Educate and support customers in actively utilising the AP auctions platform features Proactively seek ways in which to further support customers, including presenting new product ideas and services to further benefit existing relationships Use market data and trends to enable customers to make informed decisions 		

Critical Requirements	
1	Strategic. Understand the strategic priorities and effectively plan and implement appropriate sales & marketing strategies with clear measurables
2	Relationship Management. Excellent interpersonal skills with the ability and confidence to initiate new relationships. Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.
3	Collaborative. Able to build strong collaborative relationships internally and externally.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Knowledge. Strong knowledge of the AuctionsPlus business, auctions platform features and benefits is desired.
6	Industry expertise. Strong knowledge and understanding of the agriculture industry.
7	Technical understanding. Ability to analyse, design and understand User Interface design
8	Understand others. Active listening and probing skills to understand the drivers and needs of customers
9	Influencing. Use strong interpersonal skills to influence change and drive customer sales
10	Problem solving. Able to analyse information, think logically and solve problems.
11	Analytical capability. Able to gather diverse information and provide meaningful analysis.
12	Results orientated. Continually driving high levels of performance to try and meet and exceed goals.
13	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
14	Business acumen. Use robust data and analysis to identify opportunities for business development.