



# Job Description

Position Details			
Position Title:	Livestock Sales Representative & Key Account Manager	Team	Commercial - Livestock
Reports to:	Commercial Manager - Livestock	Direct Reports:	n/a

## Role Purpose

Working closely with the Commercial Manager, this role will be focused on growing the AuctionsPlus Business through building relationships, new business generation, client retention, education, market penetration and targeted region-specific growth. The role will be required to develop and execute strategic sales plans, drive market penetration and increase sales revenues in existing and new markets.

The role will report directly to the Commercial Manager on their weekly sales pipeline and will drive conversion to online transacting in the livestock sector through leveraging strong industry relationships and possessing product knowledge expertise across all areas.

Key Responsibility Areas include:

- Growing market share in Northern Australia through targeted sale initiatives which will be developed by you in the first 30 days
- Drive Commercial Livestock growth YOY by reviewing existing initiatives, developing new and supporting the wider team to roll them out across the customer service teams
- Drive buyer engagement by creating engagement initiatives that increase the number of volume buyers and their frequency of use
- Drive adoption of Saleyard Interfaces and Paddock Sales services by working closely with agents, vendors and buyers

The successful candidate will have experience and credibility in sales, agency, or red meat supply chain. Tertiary qualifications in agriculture, agribusiness or related discipline will be highly regarded but not essential. Sales or retail experience will be critical to success in this role. Excellent communication, presentation and interpersonal skills are crucial, as are high levels of initiative, self- motivation and a positive, 'can-do', customer-focused approach.

## Key Responsibilities

	Responsibility	% job	Performance measures
1	<b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Maintain and build on existing distribution channels</li> <li>• Drive greater awareness and use of the AuctionsPlus Livestock products</li> <li>• Drive adoption of new Livestock products by existing and new customers</li> <li>• Design and execute regional sales strategies to deliver growth to the AuctionsPlus business</li> <li>• Identify and onboard new high value customers</li> <li>• Analyse sales information and market data to identify opportunities for campaigns and services that will lead to increased sales</li> <li>• </li> </ul>		
2	<b>Relationship Management</b> <ul style="list-style-type: none"> <li>• Maintain strong working relationships with industry participants and customers and actively promote the AuctionsPlus platform benefits and drive throughput</li> <li>• Develop long-term strategic relationships with high value customers</li> <li>• Educate and support customers in actively utilising livestock products</li> <li>• Proactively seek ways in which to further support customers by understanding their business and presenting new product ideas and services to further benefit existing relationships</li> <li>• Use market data and trends to enable customers to make informed decisions</li> </ul>		

<b>3</b>	<b>Business Insights</b> <ul style="list-style-type: none"> <li>• Use strong industry knowledge alongside insights on customers and develop into opportunities</li> <li>• Review performance against key business metrics through Sales and Marketing reporting and analysis and identify appropriate actions required</li> <li>• Identify high value AuctionsPlus customers and understand their drivers and needs</li> <li>• Share business intelligence internally to build customer and market awareness</li> </ul>		
<b>4</b>	<b>Operations</b> <ul style="list-style-type: none"> <li>• Process and plan events and upcoming sales to ensure customer satisfaction and maximum exposure for AuctionsPlus</li> <li>• Ensure auction catalogues are produced accurately, professionally and on-time and are effectively marketed</li> </ul>		

	<ul style="list-style-type: none"> <li>• Ensure knowledge of process and operation of all livestock products including commercial, stud, saleyard, forward contract, tenders and paddock sales</li> <li>• Ensure the quality and robustness of software products through regular end-user testing and customer feedback</li> </ul>		
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### Critical Requirements

1	Relationship Management. Excellent interpersonal skills with the ability and confidence to initiate new relationships, and build rapport with new and existing customers and business partners.
2	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
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 livestock 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	Business acumen. Use robust data and analysis to identify opportunities for business development.