

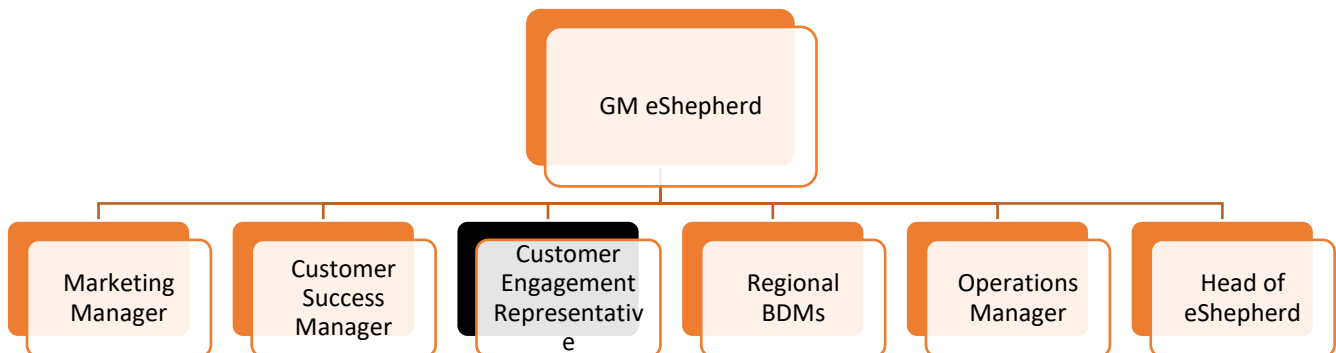
POSITION DESCRIPTION

Position Title: Customer Engagement Representative	Direct Manager: Director of eShepherd Sales and Commercialisation	
Budget Responsibility: Nil	Direct Reports: Nil	Indirect Reports: Nil

WHAT YOU'RE HERE TO ACHIEVE

Key purpose: As a Customer Engagement Representative for eShepherd, you will be responsible for sourcing and leveraging provided leads and using your expertise to drive sales for eShepherd products. You will play a pivotal role in expanding market reach, fostering client relationships, and achieving revenue targets. This role demands a blend of strategic thinking, relationship building, and sales acumen to effectively promote our eShepherd products.

WHERE YOU'LL FIT IN #TEAMGALLAGHER



WHO YOU'LL BE WORKING WITH

INTERNAL RELATIONSHIPS eShepherd team	EXTERNAL RELATIONSHIPS eShepherd customers
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WHAT YOU'LL BE DOING

Key Accountability	Outcomes/ Expectations
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Lead Generation and Qualification:	<ul style="list-style-type: none"> • Utilize provided leads and conduct research to identify potential clients within the target market. • Source new leads from conversations with potential clients, the wider Gallagher business, online resources or events. • Qualify leads based on their suitability and potential for virtual fencing solutions. • Continuously update lead database and CRM system with relevant information.
Sales Strategy Development	<ul style="list-style-type: none"> • In conjunction with BDMs in your region, develop and implement effective sales strategies to penetrate the virtual fencing market. • Collaborate with the wider sales team and eShepherd leadership to refine sales approaches and tactics. • Stay abreast of industry trends, competitor activities, and market dynamics to inform strategic decisions.
Client Relationship Management	<ul style="list-style-type: none"> • Build and maintain strong relationships with customers, understanding their needs and pain points. • Conduct product demonstrations and presentations to showcase the benefits of eShepherd products. • Act as a trusted advisor to customer, offering recommendations and solutions to address their specific requirements.
Sales Negotiation and Closure	<ul style="list-style-type: none"> • Lead negotiations with customers to secure contracts and agreements. • Address customer concerns and objections effectively, demonstrating the value proposition of eShepherd solutions. • Work closely with internal stakeholders to ensure smooth transition from sales to onboarding.
Performance Tracking and Reporting	<ul style="list-style-type: none"> • Monitor sales performance metrics such as conversion rates, pipeline growth, and revenue targets. • Provide regular reports and updates to the eShepherd leadership team on sales activities, achievements, and challenges. • Analyze sales data to identify areas for improvement and optimize sales strategies.

Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

HOW YOU'LL BE DOING IT

Qualifications and / or Experience:

- Bachelor's degree in agriculture, Management, Marketing, or a related field.
- Proven knowledge of AgriTech solutions or a farming background
- Sales experience within a solution selling environment

Skills / Competencies:

- Strong interest or knowledge in beef cattle grazing management
- Experience working within a globally focused business preferred
- A strong collaborator who can work across diverse teams to deliver results
- Excellent writing, communication and project management skills
- Strategic thinker with the ability to develop and execute sales plans effectively.
- Results-driven mindset with a focus on achieving and exceeding sales targets.
- Ability to work independently and collaboratively in a fast-paced environment.
- Proficiency in CRM software and sales tools.

Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

