

THUNDERBIRD



Position Description

Territory Sales Manager

Role Specifications

- To grow Thunderbird Sales in North NSW against specific targets
- To undertake sales, promotions with the rural reseller network
- To implement Thunderbird marketing and sales initiatives both regionally and nationally

Reports to: National Sales Manager

Department: Commercial Team

Key Relationships: **Internal:** Territory Sales Managers, National Sales Manager Customer Service, Commercial Manager.

External: Resellers and farmers

Budget Responsibility: Annual Revenue targets for Territory

Direct Reports: None

Key Position Responsibilities

Key Accountability	Outcomes/ Expectations
To implement an approved annual regional sales plan	<ul style="list-style-type: none">• Achieve/exceed Territory annual budget;<ul style="list-style-type: none">– Budget set annually based on historical sales and company product initiatives.• Demonstrate regular Reseller Territory Visitation Cycle including;<ul style="list-style-type: none">– 4-6 week call cycle– Support with events – Local and store level

Thunderbird AG Pty Ltd

PO Box 391, Mudgee NSW 2850,
22 Industrial Avenue, Mudgee NSW Australia

P. +61 2 6372 3600
F. +61 2 6372 2597

E. sales@thunderbird.net.au
WWW.THUNDERBIRD.NET.AU



Key Accountability	Outcomes/Expectations
To build relationships with regional dealer network	<ul style="list-style-type: none"> • Maintain an active call programme that is both deliverable and in line with dealer expectations • Maintain all point of sale and merchandising material in a professional standard and within line with guidelines • Undertake regular training of dealer staff relative to their levels and experience • Pro-actively manage store inventory in line with relative dealer expectations and/or stock turn policies. Ensure all stock is relative and in a saleable condition • Work with Commercial team to ensure implementation of promotions and other activities meet goals and targets • Identify new and existing opportunities in order to grow sales • Attend relative meetings of both staff and management as requested • Actively evaluate market and feedback any relative information on competitor activities or initiatives.
To operate actively as part of the greater Thunderbird Team	<ul style="list-style-type: none"> • Provide support to other team members as and when required • Participate in the implementation and achievement of team objectives and action plans • Actively participate in team meetings • Assist in supporting team events and ensuring that peers act responsibly and professionally • Ensure that dress standards are maintained at an expected level resulting in a professional representation of the Company • Ensure that behaviour and activities are maintained in terms of policy • Be prepared to share knowledge and experience to all team members both individually and at team meetings to assist the team meet overall objectives • Ensure that confidentiality is respected and maintained to ensure that no one person is disadvantaged and to ensure that a competitive advantage is maintained at all times



Key Accountability	Outcomes/Expectations
To comply with Thunderbird Administration Policy	<ul style="list-style-type: none"> • Maintain all company tools of trade in a safe and professional condition • Complete all administrative functions in a timely and professional manner in terms of policy • Report activities and sales through weekly regularly in order to support quantitative reporting and ensure that all time is maximised in terms of returns • Manage costs and operational expenses within budget and in terms of Thunderbird expense policy

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

Organizational Competencies

Customer Inspired

Our customers are the focus of all our decisions and actions. Our goal is to provide them with the best products, service and profitability.

Outstanding Quality

To achieve customer satisfaction - quality, fit for purpose, innovative products and services are our committed priority. We are passionate about manufacturing quality Australian made products.

Enduring Partnerships

Integrity is never compromised. All of our conduct must be personally and socially responsible. We treat each other with trust and respect. Staff empowerment, responsibility and progression are core to our success.

Open Communication

We treat each other with trust, respect and have transparent communication freely circulated to all staff concerned. Staff empowerment, responsibility and progression are central to our success.

Health and Safety

Employees are expected to willingly co-operate in the objectives of making Thunderbird a healthy and safe environment to work in. Therefore employees are required to observe and practice safe work methods. And report any near misses, accidents or hazards immediately.

THUNDERBIRD



Organizational Structure:

Head Of Commercial
National Sales Manager
Territory Sales Managers

Thunderbird AG Pty Ltd

PO Box 391, Mudgee NSW 2850,
22 Industrial Avenue, Mudgee NSW Australia

P. +61 2 6372 3600
F. +61 2 6372 2597

E. sales@thunderbird.net.au
WWW.THUNDERBIRD.NET.AU