

Person Specification – Territory Manager

Attributes	Essential	Desirable	Assessed by
Education level/qualification	<ul style="list-style-type: none"> GCSE or equivalent in Maths & English - level C or above Full UK driving licence Advanced IT skills – including MS office packages 	<ul style="list-style-type: none"> B+E driving licence trailer category Formal qualification in Agriculture or Engineering or Business/Marketing 	<ul style="list-style-type: none"> Application form/CV Sight of original documents if available Ability tests
Skills & knowledge	<ul style="list-style-type: none"> Excellent communication and ‘people’ skills Excellent sales and negotiation skills, both on a group and individual basis Great business acumen Ability to write clearly, concisely, and professionally Good budget, presentation, social media and report writing skills Appropriate technical skills 	<ul style="list-style-type: none"> Good level of understanding and knowledge of modern agricultural machinery & practices 	<ul style="list-style-type: none"> Application form/CV Interview References Ability tests
Experience	<ul style="list-style-type: none"> Previous area sales experience at B2B level Previous account management experience Practiced at communicating clearly with all levels of management, dealers, and end-user customers Previous experience of show/event planning & organisation Significant exposure to agricultural equipment 	<ul style="list-style-type: none"> Actual hands on agricultural experience/exposure Previous experience in a similar role 	<ul style="list-style-type: none"> Application form/CV Interview References
Personal qualities	<ul style="list-style-type: none"> Professional bearing, demeanour, and appearance Reliable self-starter with minimal need for intensive supervision Able to work quickly & under pressure Good organisational/time management abilities Excellent interpersonal skills, including the ability to work as part of a team 		<ul style="list-style-type: none"> Application form/CV Interview References
Physical, mental and emotional demands	<ul style="list-style-type: none"> Willingness and ability to be flexible in terms of working pattern Working away from home/lone working Must be physically able to prepare & present concise and accurate demonstrations of Pottinger equipment 		<ul style="list-style-type: none"> Application form/CV Interview Ability tests

Selection Process

Please note that the selection process will take the form of a competence based interview in which the above areas will be examined. A practical test may also be used to examine candidate skills.