



## Sales Consultant Map of Agriculture

### About

Map of Agriculture is a rapidly growing data business specialising in the agri-food sector. Our vision is to be the most trusted global data platform connecting farms and industry.

Our data integration platform *Pure Farming* sits at the heart of our business and is a rapidly expanding technology stack allow data originators to share their data up and down the supply chain with the right permissions and data security.

As a global pioneer in agricultural analysis and modelling technology, we provide expert knowledge and insights to agriculture and the food chain industries from our offices in the UK and New Zealand, allowing our customers to maximise the impact of planning and decision-making through data-driven insights and decision support.

To support our steep growth trajectory, we need to add experience and “horse power” to our sales capability to help deliver against our ambitious revenue targets.

### Brief

We are looking for a talented sales individual with a track record of opening doors, clinching deals and delivering against revenue targets in the agrifood sector. This is a role that understands the complexities of a consultative B2B sell where there may be a number of internal and client-based stakeholders to marshal over a period of weeks or months.

The successful candidate will be able to adapt to different selling scenarios, be able to listen to and play back client needs and often lead (workshop) sessions to elicit requirements. Experience in *Design Thinking*, *Lean Canvas* and *SPIN* approaches will be valued as part of the sales armoury.

The role will fit within our UK-based business development team.

The ideal candidate will be looking for a role where they can demonstrate a hunger to deliver step-change revenues and be motivated by the opportunity to grow their importance in the business based on their performance. They will be joining at a time where their success can really influence the wider success of the business through their focus on driving revenues from our agridata platform and bespoke agri software development services primarily out of the UK (but also European) market.

An understanding of selling in the information technology and agri-food sectors will be highly advantageous.

## Key responsibilities

Reporting to our Head of Sales, the key responsibilities include:

- Working within our business development team to devise selling strategies and customer acquisition plans, setting KPIs and measuring success
- Frontline delivery of customer acquisition and revenues - focusing on target prospects and winning new business
- Working with our marketing executive to ensure there is a consistent bridge between marketing activities and your sales tasks and plans
- Reporting progress, raising issues and working with the wider teams in the business to ensure client needs are being met
- Arranging effective handover from a completed new business sale to account managers and ensuring ongoing dialogue with account managers to ensure customer expectations are met
- Hunting alone and in packs as required. In particular, bringing in our business development subject matter experts at the right time in the customer prospecting and acquisition process
- Documenting and updating your sales pipeline in our Hubspot CRM
- Fostering and maintaining relationships with important stakeholders, partners and collaborators both within and outside the business
- Ensuring you are keeping up to speed with technology developments in the agrifood space to enable you to talk with authority in front of existing and prospect clients

## Requirements

- Demonstrable sales experience in information technology or agrifood sector
- Excellent understanding of B2B consultative sales techniques
- Ability to work alone and in a team environment as necessary
- Proficient in MS Office and CRM solutions
- Enthusiastic user of social media to develop contacts and prospects
- Excellent communication and people skills - including high standard of writing skills and ability to develop persuasive and compelling pitches
- Strong organisational and time-management abilities - self starter
- Strong commercial awareness
- Willingness to travel (mostly domestically in the UK) and work away from home from time to time
- Full UK driving licence
- Right to work and live in the UK

## Location

This is a UK-based role. Map of Ag is a diverse business with offices in Cumbria, Somerset, Suffolk and Yorkshire, and also Waikato, New Zealand. Ideally, this role would be located from one of our UK offices but we will consider working from home depending on the quality of the candidate and circumstances. There will need to be some seasonal commitment to domestic travel to fit with the agrifood calendar, particularly face-to-face events which can be a productive source of new business.

## Reward

Map of Ag offers a competitive package for the role together with five weeks annual holiday (plus public holidays) and a workplace pension scheme. The remuneration will be made up of a combination of salary and performance-related commission/bonus based on achieving agreed targets.

