



Job title: Technical Sales Manager, Protected Horticulture

The **Russell Group** is a leading UK manufacturer of traps, pheromones, Bio-stimulants, Bio-rational solutions and IOT Smart Solutions. In protected horticulture, our objective is to deliver cost-effective, biorational and sustainable products to meet grower needs. To grow our business in this sector, we are looking for a dynamic technical sales manager to promote and sell a range of products direct to growers and through distributors. Targets will be set and agreed for the sales and promotion of specific products.

Job Purpose:

The purpose of the role of **Technical Sales Manager** is to gain business growth within the UK protected horticulture sector.

Key Responsibilities and accountabilities:

- Maintaining and increasing sales of **Russell Group** products in UK protected horticulture
- Reaching the targets and goals set for your area
- Establishing, maintaining and expanding your customer base through face to face on-farm visits and seeking new ways of reaching existing markets
- Servicing the needs of existing customers
- Promote sales of specific products through literature, demonstration trials and trade events and shows where appropriate
- Compiling and analysing sales figures
- Dealing with new enquiries with the aim of developing new customer relationships
- Identify new business opportunities, including new markets, growth areas, trends, customers, and products
- Collecting customer feedback and market research
- Achieve their objectives through effective planning, setting sales goals, analyzing data on past performance, and projecting future performance
- Ensure that the sales department works cross functionally with other departments such as marketing and technical

Person:

- Knowledge of the UK horticultural market
- Knowledge of integrated pest, disease and crop management strategies used in UK crops
- Self-motivated and reliable
- Excellent communication skills with growers
- Well organized with good attention to detail
- Computer literate
- Clean driving license
- BSc or equivalent in relevant discipline
- BASIS qualification would be an advantage

Employee package:

- Base salary plus commission (based on sales targets). Dependent on experience, to be discussed further at interview stage.
- Company car
- 28 days per year annual holidays (including all UK bank holidays)
- Flexible working from home and from office, based on a standard 37.5 hour week
- Russell IPM's benefit hub

To apply for this position, please email your CV over to andrea@russellipm.com



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