



Advising

COMPANY REPRESENTATIVE

ALSO CALLED

- Product manager
- Account manager
- Territory manager
- Business development manager
- Area consultant



WHAT'S THE JOB ABOUT?

- **Selling goods and services offered by your company to farmers and rural businesses**
Seed, chemicals, fertilisers, stock feed, insurance, financial services, tractors, machinery and equipment, new technology, communications
- **Promoting product quality and the company name**
Visiting clients to demonstrate product, participating in field days and agricultural shows, identifying superior characteristics/qualities, providing prompt, efficient and reliable service.
- **Providing advice about the product**
Matching product to needs, operation and use, limitations/constraints
- **Completing sales**
Quoting and negotiating prices and credit terms, preparing contracts, taking and recording orders, planning to meet sales targets and budgets
- **Liaising between product manufacturers and users**
Reporting sales to employers, providing feedback on the marketing of new or established products

WORK CONDITIONS

- Company representatives often work long and irregular hours and may need to travel extensively.
- A vehicle, mobile phone and lap top computer may be provided by the company.
- Good personal presentation, excellent communication skills and efficient record keeping are essential.
- There is an expectation in rural areas of a high level of integrity in business dealings.



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EXPERIENCE AND RELATED TRAINING

- You can work as a company representative without formal qualifications.
- The larger agricultural franchises provide opportunities for their experienced sales staff to become sales representatives.
- Gaining a formal qualification will help you to develop the knowledge and skills that you need to excel as a company representative.
- If you are already working at this level, you may have your skills recognised by applying for an appropriate qualification.
- Your employer may require you to participate in sales conferences and short courses.
- Company representatives regularly develop and update their knowledge of their employer's and competitor's products and speak with other sales and marketing personnel.





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Career path	Training Requirements
<ul style="list-style-type: none"> Sales staff <p>You provide customer service including product knowledge, stock receipt, merchandising and sales.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> Certificate 2 in Retail Operations Certificate 3 in Retail Supervision
<ul style="list-style-type: none"> Sales representative <p>You undertake the above tasks on behalf of your company.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> Diploma in Agriculture Diploma in Rural Business Management Advanced Diploma in Rural Business Management
<ul style="list-style-type: none"> Sales/Marketing manager <p>If you have excelled as a sales representative you may be given the opportunity to progress to management where you will be responsible for a network of sales representatives.</p>	<p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> Degree in Agriculture Degree in Rural Business Management (or equivalent)

Related Jobs

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- [Rural contractor](#)
- [Rural business manager/owner](#)
- [Marketing officer](#)
- [Rural financial counsellor](#)



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