

Job Title

Territory Manager – UK (Dealer-Led Sales Model)
Animal Clipping & Shearing Products

Location

Field-based, UK-wide or defined regional territory

Reporting To

Sales Manager / Commercial Director

Job Purpose

The Territory Manager is responsible for driving sales growth and market share for animal clipping and shearing products through a **dealer and distributor network** across the UK. The role focuses on strengthening dealer capability, improving product representation, and increasing pull-through demand via training, demonstrations, and structured account development, rather than direct transactional selling to end users.

Key Responsibilities**Dealer & Distributor Management**

- Manage, develop, and grow a network of agricultural merchants, specialist dealers, and distributors within the assigned territory.
- Act as the primary commercial and operational point of contact for dealer partners.
- Deliver joint business planning with key dealers, including volume targets, promotional activity, and range optimisation.
- Ensure dealers are correctly ranged, stocked, and supported to maximise sell-through.

Sales Enablement & Pull-Through

- Drive end-user demand in support of dealer sales through on-farm, in-store, and event-based product demonstrations.
- Work alongside dealer sales teams to train staff on product features, benefits, and correct application.
- Support dealer open days, promotions, and local marketing initiatives to generate incremental sales.
- Convert end-user interest into dealer orders rather than direct sales.

Pricing, Promotions & Commercial Discipline

- Implement national pricing, rebate, and promotional programmes consistently across the dealer network.
- Support dealers with structured promotional planning while protecting brand value and margin.
- Monitor compliance with agreed trading terms and escalate issues as required.

Product & Technical Expertise

- Act as a product champion for clipping and shearing equipment, accessories, and consumables.
- Provide technical guidance to dealers and end users, ensuring correct product selection and usage.
- Support product launches and range updates through structured dealer communication and training.

Market Development & Intelligence

- Identify gaps in dealer coverage and recommend new dealer appointments where appropriate.
- Monitor competitor activity, pricing, and dealer behaviour within the territory.
- Gather and report structured market feedback to support commercial and product decisions.

Trade Shows & Industry Representation

- Represent the company alongside dealer partners at agricultural shows, shearing competitions, and industry events.
- Use events as a platform to strengthen dealer relationships and stimulate pull-through demand.

Administration & Reporting

- Maintain accurate CRM records for dealer interactions, forecasts, and territory activity.
- Produce regular sales reports, dealer performance reviews, and opportunity pipelines.
- Manage expenses, vehicle, and company assets in line with policy.

Skills & Experience

Essential

- Proven field sales or territory management experience within a **dealer-based or distribution-led model**.
- Experience working with agricultural merchants, machinery dealers, or specialist distributors.
- Strong understanding of indirect sales, margin structures, and channel management.
- Ability to influence without direct control and build long-term dealer partnerships.
- Full UK driving licence and willingness to travel extensively.

Desirable

- Background in livestock equipment, shearing, clipping, or adjacent agricultural categories.

- Existing relationships within UK agricultural merchant or dealer networks.
- Experience supporting dealer staff training and in-store merchandising.

Personal Attributes

- Commercially disciplined with a clear understanding of channel roles and boundaries.
- Credible, practical, and confident working with dealers and professional end users.
- Self-motivated, well-organised, and capable of managing a large territory independently.
- Strong brand ambassador with a collaborative, partnership-focused approach.

Package

- Competitive base salary
- Performance-related bonus linked to dealer sales performance
- Company vehicle
- Pension and benefits package
- Ongoing product and commercial training