



## **Sales Person Rural Merchandise & Animal Health**

**Reports to:** General Manager

### **Company Overview:**

Bungendore Rural Services (BRural) is a reputable and well-established country rural store committed to providing top-quality products and services to our valued customers in the agricultural industry. We take pride in offering a diverse range of animal health products and solutions to support the health and well-being of livestock, particularly cattle, sheep, and horses. As a leader in the rural sector, we aim to deliver exceptional customer service and expert advice to rural land holders, helping them maximize the productivity and health of their herds.

### **Summary:**

Salesperson required to undertake phone and counter sales of rural merchandise and animal health products in a busy retail outlet. The successful candidate will have extensive experience in feeds, drenches, vaccines, supplements and merchandise for sheep, cattle and horses. They will also have a strong background in rural merchandise, conventional and electric fencing, agricultural chemicals and fertiliser. Additional duties will include stock management and procurement and rostered weekend work.

### **Primary Duties:**

- Attend to counter sales, phone and electronic enquiries from customers specifically in the rural merchandise and animal health fields but as required across the entire range of BRural products and services.
- Form relationships with key animal health customers and maintain a regular call/contact cycle.
- Maintain adequate and appropriate stock levels of animal health products, accessories, and supplements to meet seasonal requirements.
- Ensure the quality of stocked products is maintained by informed product selection, tracking use-by dates, and good stock rotation.

- Create attractive in-store displays, keep shelves dust free with clearly visible pricing.
- Attend training schools, field days and courses as appropriate.
- Form solid relationships with key suppliers of animal health products.
- Develop a marketing plan in conjunction with other staff members to take advantage of seasonal opportunities.
- Update the BRural website animal health category with product information and seasonal specials.

**Attributes:**

Proven experience in rural merchandise and animal health sales, specifically in cattle, sheep, and horse products.

- Strong knowledge of animal health care practices, drenches, vaccines, and supplements.
- Excellent communication and interpersonal skills to build rapport with customers and provide exceptional service.
- Demonstrated ability to meet and exceed sales targets in a competitive market.
- Good organizational skills with the ability to manage time effectively and prioritize tasks.
- Problem-solving mindset to address customer issues and find suitable solutions.
- Familiarity with the rural agricultural community and its unique needs and challenges.
- Willingness to travel to visit customers and attend relevant industry events and conferences.

Candidates should address the following points in their application:

- Years of experience in a sales role in the rural sector.
- Nature of their experience – species worked with and in what context.
- Supply references relevant to the role.
- Detail any related experience such as farm merchandise, pasture management, or experience with hardware or landscape products.

**Conditions:**

- 40 hour week with time off in lieu of overtime.
- 4 weeks annual leave.
- 10 days annual sick leave, accruing but not paid out on termination.
- Superannuation.
- Weekend work on a roster with other staff, usually 2 weekend days per month.
- Remuneration by negotiation, in accordance with skill levels and effectiveness in the role.
- Six month probation.