

# HANCOCK AGRICULTURE



## Sales Manager | Brisbane, QLD

We are seeking a dynamic and experienced Sales Manager to join our operations in our Brisbane CBD Office. As the Sales Manager, you will play a pivotal role in driving our sales efforts, overseeing the distribution of beef products in domestic and international markets. This role offers a great opportunity to join an exciting, industry leading Agribusiness.

### About Hancock Agriculture

Hancock Agriculture is a renowned agricultural company, encompassing Hancock Pastoral, Wagyu Operations, and S. Kidman & Co. Pty Ltd. With a rich history in agriculture, we manage over 18 properties across Australia, covering a vast land area of 3.49 million hectares. As one of the country's largest producers of Wagyu and commercial cattle, we maintain a herd of over 150,000.

As a vertically integrated farming operation, we oversee every step of the process, from breeding and backgrounding to grain feeding and sales of the finished product. This approach ensures the highest standards of animal husbandry, traceability, and quality assurance. At Hancock Agriculture, we are proud to offer our team members the unique opportunity to be part of an organisation that upholds these exceptional standards.

### Key Responsibilities

- Identify and target potential customers in domestic and international markets, leveraging your previous experience and knowledge of the beef industry.
- Develop and implement sales strategies for maximum market penetration and revenue growth.
- Act as the primary point of contact for customers, addressing inquiries and resolving issues.
- Conduct customer visits, attend industry events, and generating new leads.
- Develop and deliver persuasive sales presentations and product demonstrations showcasing the quality and benefits of our beef products.
- Identify opportunities for product improvement or diversification based on market feedback and industry trends and collaborating to implement changes.
- Collaborate with the marketing team on promotional campaigns and materials.
- Prepare regular sales reports, analyse sales data, and make data-driven recommendations for continuous improvement.

### Skills and Experience

- Proven sales experience in perishable products, preferably in the beef industry, meeting and exceeding sales targets.
- Strong knowledge of the Australian meat industry, market dynamics, and regulatory requirements.
- Excellent communication and negotiation skills with the ability to build and maintain effective relationships with customers.
- Ability to identify and capitalise on business opportunities, closing successful sales deals.
- Self-motivated and proactive, with a high level of initiative and a results-oriented mindset.
- Strong analytical and problem-solving skills, the ability to interpret sales data and make informed decisions.
- Flexibility and willingness to travel domestically and internationally as required.
- Proficiency in using CRM software, sales management tools, and Microsoft Office Suite.

**If you have a passion for sales, a deep understanding of the beef industry, and a track record of success, we encourage you to apply for this exciting opportunity. Join our team and be a part of driving the growth and success of our beef sales!**

### How to Apply

- email [careers@hancockagriculture.com.au](mailto:careers@hancockagriculture.com.au) quoting **BC-SMgr-AUG23**. Please include your current resume with referees and a cover letter.