

POSITION DESCRIPTION: AREA MANAGER

Position Details

Job Title: Area Manager
Location: Australia
Employment Type: Full Time
Reports To: National Sales Manager
Travel: This is an on the road position

Role Purpose

The Area Manager is responsible for driving revenue growth through the promotion and sale and adoption of CERES TAG's animal health intelligence solutions. This role builds strong relationships with customers, distributors, and partners while representing the company across regional and national markets.

Key Responsibilities

- Develop and manage a sales pipeline across assigned territories.
- Identify and convert new business opportunities through direct sales and channel partners.
- Deliver product demonstrations, proposals, and tailored solutions.
- Represent the company at industry events, field days, and customer meetings.
- Maintain accurate CRM records and provide sales forecasts.
- Support post-sale engagement to ensure customer satisfaction and retention.

Skills & Experience

- Proven experience in B2B sales, preferably in agriculture, animal health or agtech.
- Strong communication, negotiation, and relationship-building skills.
- Confidence using CRM systems and digital sales tools.
- Ability to work autonomously and manage time effectively.
- Willingness to travel regionally.

Additional Information

This position description may be reviewed and updated from time to time to reflect business needs.