

Job Specification

Export Sales & Technical Support

Kidd Farm Machinery Ltd / WRAG / Bushpig

Company	Kidd Farm Machinery Ltd
Location	Devizes Head office/ Field based
Reporting to	The Managing Director
Role type	Full-time, permanent

Role Overview

Kidd Farm Machinery Ltd is seeking a motivated and commercially minded salesperson to join the Kidd, WRAG and Bushpig team. This varied role combines export sales, regional sales across the South of England and Southern Ireland, technical sales support, and aftersales responsibilities. Working closely with dealers, importers and end users, you will develop existing business, identify new export opportunities, provide technical product support, and manage customer service and warranty enquiries.

Key Responsibilities

- Manage and develop sales across international export markets and the South of England.
- Build and maintain strong relationships with existing dealers, distributors, importers, customers and key accounts.
- Identify and pursue new business opportunities to increase market share and drive sales growth.
- Prepare quotations and provide product selection, technical sales advice, pricing and availability support.
- Coordinate with internal teams to manage order progress, lead times, shipping requirements and customer expectations.
- Conduct regular customer visits, dealer meetings, product demonstrations and attend trade shows and industry events in the UK and overseas as required.
- Monitor market trends and customer feedback to identify opportunities and support business development.
- Provide regular sales and market feedback to management while working towards agreed sales targets and business objectives.

Technical Sales Support

- Support customers and dealers with technical product enquiries.
- Assist with product demonstrations, machine handovers and customer training.
- Work closely with production, parts and engineering teams to understand product features, options and updates.
- Assist with sales materials, technical information, product guides and dealer support documents.
- Collaborate with the wider sales team, providing technical knowledge across the Kidd, WRAG and Bushpig product ranges.
- Provide customer and dealer feedback to support product improvement and future development.

Warranty and Aftersales Support

- Help gather clear and detailed information from customers and dealers.
- Liaise with internal teams to assess warranty claims and provide timely responses.
- Maintain professional communication with customers.
- Support the development of clearer warranty processes and aftersales documentation.

Candidate Profile

The ideal candidate will be practical, organised and confident working with customers, with the ability to build strong relationships and communicate technical information clearly. Experience in agricultural machinery sales, export, dealer management, parts, service or technical support would be an advantage.

Essential Skills and Experience

- Experience in agricultural machinery, engineering, equipment sales, dealer support or a related sector.
- Strong communication skills, both written and verbal.
- Good commercial awareness and confidence dealing with pricing, quotations and customer negotiations.
- Ability to understand and explain technical product information.
- Organised and reliable, with good attention to detail.
- Comfortable working with customers, dealers and internal teams.
- Willingness to travel extensively throughout the UK and overseas.
- Proficient using Microsoft 365, CRM and ERP systems.

Desirable Skills and Experience

- Previous export sales experience.
- Knowledge of agricultural machinery, livestock equipment, bedding machines, diet feeders, grassland equipment or similar products.
- Experience working with dealer networks or international distributors.
- Understanding of export documentation, shipping, Incoterms or overseas logistics.
- Experience handling warranty, aftersales or technical support enquiries.
- Additional languages would be beneficial but are not essential.

Personal Attributes

- Practical and hands-on approach.
- Confident, professional and value driven.
- Self-motivated and able to manage their own workload.
- Commercially aware but also technically curious.
- Good problem solver.
- Calm and constructive when handling customer issues.
- Able to build good relationships with end users, dealers, importers and colleagues.
- Willing to learn the product range in detail.

What the Role Offers

- Competitive salary (depending on experience) plus commission.
- Company vehicle or mileage allowance and travel expenses.
- Company phone and laptop
- Holiday entitlement and pension
- Opportunity to work across three established agricultural machinery brands: Kidd, WRAG and Bushpig.
- A varied role driving international market development.
- Opportunity to work closely with manufacturing, engineering, sales and customer support teams.
- Scope for the role to evolve in line with business growth

To apply, please send your cv and covering letter to:

media@kiddltd.com