

DEADLINE
27th February
2026

Area Sales Manager

Application Deadline: **27th February 2026**
Reports to: **Simon Bell - Head of Sales**

Location: **Kent and surrounding areas**
Full Time, Permanent contract

Are you passionate about glasshouse ornamental horticulture and commercially minded? We're seeking a driven, customer-focused Area Sales Manager to grow our presence within the glasshouse ornamental sector, while also playing a key role in garden retail sales and upselling within garden centres.

This is a varied, field-based role suited to someone who understands the commercial realities of ornamental production and retail. The core focus will be Ornamental growers, supported by a strong emphasis on garden centre engagement where opportunities exist. A genuine interest in all areas of horticulture is essential, with soft fruit and top fruit knowledge seen as a valuable bonus.

You'll be responsible for building and maintaining strong customer relationships, working closely with national suppliers, and identifying opportunities to add value, increase spend, and improve retail performance. A background in our industry, or the wider horticultural supply chain would be advantageous. Previous field-based sales experience is desirable but not essential - what matters most is a commercially focused, can-do attitude and the confidence to deliver results.

Key Responsibilities:

Sales Leadership: Lead and execute sales strategies to drive revenue growth within Kent and surrounding areas.

Customer Relationship Management:

Develop and nurture existing customer relationships while actively seeking out and establishing new ones within the horticulture sector.

Market Analysis:

Stay updated on industry trends and competitor activities to identify opportunities and challenges in the market.

Product Knowledge:

Acquire in-depth knowledge of our horticulture products and services to effectively communicate their value to customers.

Team Collaboration:

Collaborate with cross-functional teams to ensure the seamless execution of sales strategies and customer satisfaction.

Qualifications:

- Confidence and a 'can do' attitude, with the ability to thrive in a competitive environment.
- Strong Interpersonal and communication skills.
- Self-motivated and results orientated.
- Excellent organisations and time management skills.
- A valid driver's license and willingness to travel within the designated region including occasional nights away from home.

Salary & benefits:

- Competitive salary
- Company vehicle
- Supportive and collaborative work environment
- Generous contributory pension scheme
- 25 days' holiday year
- Employee discount
- Excellent working environment

If you are passionate about horticulture, excel in sales, and are eager to take on a challenging role and be part of a friendly Team, we invite you to apply for this exciting opportunity.

How to Apply:

If you are interested in this position, please send your CV to simon.bell@fargro.co.uk along with a cover letter outlining your relevant experience and why you are the ideal candidate for this role.

Fargro is an equal opportunity employer.

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TEAM**