

# Position Description

## Dealer Principal

Reports to: CEO

Direct Reports: 9 to 25

**POWER**  
**FARMING**



## WHAT YOU'RE HERE TO ACHIEVE

As our Dealer Principal, your mission is simple but powerful:

Lead a high performing dealership that grows market share, delivers exceptional customer experiences, and operates flawlessly across sales, service, and parts.

You're here to build a thriving, profitable branch that embodies Power Farming's values—where your team is motivated, your customers are loyal, and operational excellence is the norm, not the exception.

## WHAT YOU'LL DELIVER

KEY ACCOUNTABILITY	OUTCOMES & EXPECTATIONS
<b>Branch Leadership &amp; Performance</b>	<ul style="list-style-type: none"><li>A motivated, aligned workforce demonstrating high standards of behaviour and performance</li><li>Clearly communicated expectations, coaching and performance feedback</li><li>Strong collaboration across sales, service, parts, administration</li></ul>
<b>Commercial &amp; Financial Performance</b>	<ul style="list-style-type: none"><li>Achievement of sales, profitability, and growth targets</li><li>Controlled overheads and optimised cost structures</li><li>Accurate financial reporting and data integrity</li><li>Inventory levels managed efficiently</li></ul>
<b>Customer Engagement &amp; Experience</b>	<ul style="list-style-type: none"><li>High customer satisfaction and loyalty</li><li>Fast, consistent response to customer needs</li><li>Strong relationships with key customers across farming, horticulture, and contracting sector</li></ul>
<b>Compliance, Safety &amp; Risk Management</b>	<ul style="list-style-type: none"><li>Full compliance with H&amp;S, HR, legal, and commercial obligations</li><li>Branch risks are identified &amp; controlled</li></ul>

	<ul style="list-style-type: none"> <li>Safe branch environment with zero preventable incidents</li> <li>Consistent adherence to Power Farming policies</li> </ul>
<b>People Development &amp; Culture</b>	<ul style="list-style-type: none"> <li>Effective recruitment, onboarding, and workforce planning</li> <li>Staff feel supported, valued, and set up to succeed</li> <li>Team capability grows through training and development</li> </ul>
<b>Community &amp; Brand Representation</b>	<ul style="list-style-type: none"> <li>Strong presence in the local market, representing the brand professionally</li> <li>Positive relationships with suppliers, partners, and local networks</li> </ul>

## HOW YOU'LL DO IT

### TECHNICAL SKILLS & EXPERIENCE

You'll bring capability and confidence in:

- Leading multi-functional teams
- Retail, dealership, or commercial branch operations
- Financial management, forecasting, budgeting and P&L responsibility
- CRM and retail systems
- Sales cycle knowledge and commercial decision making
- Interpreting operational data to drive improvements
- Agricultural machinery knowledge
- Experience in aftermarket service or owning/managing a small business

### MINDSETS, HABITS & BEHAVIOURS

#### Mindsets

- Customer-first mindset:** sees long-term relationships as critical to success
- Commercial thinker:** balances revenue, cost, quality, and risk
- Continuous improver:** always looking for better, simpler, more effective ways
- People-centric leader:** believes culture is a key business driver
- Hands-on operator:** willing to step in, support, and solve problems in real time

#### Habits & Working Style

- Plans ahead and organizes effectively
- Maintains a visible leadership presence across the dealership
- Holds regular coaching and performance discussions
- Communicates clearly and consistently
- Maintains structured reporting and strong follow-through
- Makes decisions promptly with the information available

#### Behaviors

- Calm and decisive under pressure
- Professional, fair, and ethical in all interactions
- Encourages collaboration and teamwork
- Takes responsibility for outcomes — good or bad
- Adapts quickly to changing business needs
- Models safe behaviors and enforces high safety standards

## WHO YOU'LL WORK WITH

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> <li>Sales Team</li> <li>Service Manager &amp; Technicians</li> <li>Parts Department</li> <li>Administration &amp; Finance teams</li> <li>Retail Finance Team</li> <li>Wholesale Support Functions</li> <li>Senior Leadership Team</li> </ul>	<ul style="list-style-type: none"> <li>Customers (farmers, contractors, growers)</li> <li>Machinery suppliers &amp; OEM partners</li> <li>Local contractors and service providers</li> <li>Community groups and industry associations</li> </ul>

## Our values:

At Power Farming New Zealand we have some core values that underpin all we do and we believe these are what help us to succeed and what makes PFNZ unique, a great place to work and do business with.



### We start with the customer

We strive to understand what our customers really need and give them the best.



### We work together

We are stronger when we work together, working openly and cross functionally.



TEAM POWER FARMING



### Do the right thing

Whether anyone is watching or not

### We deliver results

We constantly push ourselves to be our best, go the extra mile and be accountable.



### We thrive together

We want our people to grow and succeed.



### We find a better way

We are continually looking for ways to simplify and improve our systems and processes.