

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
Branch Leadership & Performance	<ul style="list-style-type: none">A motivated, aligned workforce demonstrating high standards of behaviour and performanceClearly communicated expectations, coaching and performance feedbackStrong collaboration across sales, service, parts, administration
Commercial & Financial Performance	<ul style="list-style-type: none">Achievement of sales, profitability, and growth targetsControlled overheads and optimised cost structuresAccurate financial reporting and data integrityInventory levels managed efficiently
Customer Engagement & Experience	<ul style="list-style-type: none">High customer satisfaction and loyaltyFast, consistent response to customer needsStrong relationships with key customers across farming, horticulture, and contracting sector
Compliance, Safety & Risk Management	<ul style="list-style-type: none">Full compliance with H&S, HR, legal, and commercial obligationsBranch risks are identified & controlled

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

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

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.