

JOB OVERVIEW

Lawn Consultant

The Business



Are you a driven, enthusiastic communicator who loves the thrill of a sale? Do you thrive on networking and building new relationships and love a chat? Do you want to make an impact in a growing business? Well, we have the perfect opportunity for YOU! We're looking for a Sales Consultant to join our dynamic team with over 20 years in the industry. We have a unique opportunity in Pinnaroo in the Mallee to step into a role that helps create stunning, landscapes across South Australia."

Our lawn is delivered daily across South Australia to garden centres, homeowners, landscapers, and commercial projects. We have over 60ha of lawn, watered by centre pivots, growing multiple varieties using the latest in on-farm management technologies.

This role is critical to the success of the business. You will be a part of our sales team that are the experts to go to for all things turf! You will advise customers on which turf variety is perfect for their lifestyle by helping them choose from our four varieties of turf: Sir Walter DNA Certified and TifTuf Bermuda, Eureka Kikuyu or RTF Tall Fescue, ensuring they get the best lawn possible. As a Sales Superstar you will help our customers grow their lawn dreams by guiding them through the process of turf selection, delivery, and installation. You'll sell not just turf, but the entire lawn experience. You will also work alongside our logistics and production team to ensure your customers' orders are delivered and installed on time, every time. Teamwork makes the dream work!

As part of this family business, you will be encouraged to strive for excellence, and to dare to be different as you help us contribute to providing lawns for the future. We are a welcoming and friendly workplace where we see everyone as part of our extended family. To us, it is important to be connected to our local community, as a part of our on-farm team, and with the industry more generally. We work hard to create this connection and encourage you to do the same.

In 2023 we celebrated our 20th anniversary in the turf industry. We have built a successful business on accountability and connection. Accountability and honesty are important to us at The Turf Farm. We will ask you to strive to maintain our reputation. We ask for you to be accountable for your actions, and to work with us to continue to grow, inspire and innovate.

The Turf Farm is part of the Lawn Solutions Australia Group, a network of 43 Australian-owned and family-operated businesses that collectively research and market lawn varieties across Australia. Together, this group brings the best turf varieties onto the market and cooperates in the largest turf research facilities in the Southern Hemisphere.

Our mission is simple – **We believe the best Aussie memories start with the smell of freshly mowed grass and the sound of a sizzling BBQ inspiring green space living.**

We encourage you to ask about our business to see if it is a fit for you; and to contact us with any questions you may have.

Your Turf-Top Responsibilities:

Lawn Consultant tasks and responsibilities include, but are not limited to:

- Sales and customer enquiries
- Answering phones and email responses
- Follow up with potential or prospective customers, as well as existing customers
- Order processing, invoicing, pallet labels, and other record keeping
- Editing and proofreading
- Completing sales administrative work if needed
- Complete LSA online quotes, as required
- Watering and health check of display plots
- Assist processing online orders
- Monitoring and replying to online chat on our website
- Attend and contribute to weekly sales team meetings
- Upskill on the industry and lawn knowledge alongside lawn care product knowledge. Meet and exceed sales targets by building strong relationships with customers and helping them discover new ways to enhance their outdoor spaces.
- Be a turf ambassador for The Turf Farm by attending industry events such as conferences, networking days and seminars (2-3 times a year as required). You will generally not be alone at events, with a team of 2-3 team members usually going together.
- Any other general duties as required.

What You'll Need to Grow:

- Sales experience (in any field) with a passion for helping people. You don't need to be a turf expert to start, just a passion to learn and grow.
- Strong communication skills – You'll be speaking with customers, suppliers, and team members daily, so a friendly and approachable attitude is key.
- Ability to work both independently and in a team environment.
- Organisational skills to manage quotes, orders, and customer follow-ups efficiently.
- Bonus points if you know your way around CRM systems & Xero (we use them to keep track of our turf-loving customers!).

What Else is in It for You:

- **Growth Opportunities:** Whether you're looking to branch out into turf management, team leadership, or sales strategy, we offer plenty of room for career development.
- **A Fun Work Environment:** Join a team that values creativity, collaboration, and a good sense of humour. You will become a part of our Turfie Tribe where no birthday is forgotten, killer Christmas parties occur and the ability to work for someone where the family farm feel is essential to them.

Type of employment:

Full-time – 40 hours per week. Generally, Monday – Friday 8am – 5pm.

If you are not able to work full time but are interested in this role, we are happy to discuss the idea of multiple part timers if they are the right fit.

For more information on this role, please contact the Business Manager Chloe Hardie on 0438 396 407 or chloe@theturffarm.com.au