

Job Title: Sales Operations & Enablement Analyst – Auckland (Ag Tech / Fruit Quality Solutions)

Location: Auckland, New Zealand

Employment Type: Full-Time

About Hectre

Hectre is a leading global provider of **automated fruit sizing and color grading technology** trusted by leading fresh produce companies across **22 countries**. Our solutions—available on both **fixed camera systems** and **mobile devices**—deliver fast, accurate, and actionable quality data used in operations, QC, and supply chain decisions. Fruit teams around the world rely on Hectre to simplify operations and improve consistency from the packing shed to the marketplace.

About the Role

We are looking for a **Sales Operations & Enablement Analyst** to provide hands-on operational support to our global enterprise sales team. As Hectre continues to scale globally, this role will play an important part in helping the company build a more predictable and efficient revenue engine. This role ensures the sales engine runs smoothly by maintaining clean pipeline data, supporting deal coordination, managing sales tools and reporting, and helping the team stay focused on closing and expanding revenue.

Working closely with **Sales, Customer Success, Finance and Marketing**, you will also help coordinate hardware deployment planning, forecast inputs, and sales enablement processes across our global markets.

This is a role for someone who enjoys making complex sales processes run smoothly and helping a sales team perform at its best.

This role sits close to the commercial heartbeat of the company. You will help ensure our global enterprise sales engine runs predictably, supporting everything from pipeline visibility and forecasting to coordinating complex international deployments of our hardware and SaaS platform.

Key Responsibilities:

Sales Operations & CRM Management

- Pipeline Hygiene: Ensure deal stages, close dates, contract values, and deployment timelines are accurately maintained in HubSpot so leadership and sales teams have a reliable source of truth.
- Workflow Automation: Work with the RevOps manager to build and maintain HubSpot automations that reduce manual admin and improve sales productivity.
- Rep Dashboards & Reporting: Maintain dashboards and reporting that help sales reps track pipeline, activity, and performance.
- Incentive & Commission Tracking: Maintain accurate tracking of sales performance against commission plans, ensuring reps and leadership have clear visibility on progress toward targets and supporting the preparation of commission calculations.

Hardware & Deal Readiness

- Hardware Demand Forecasting: Maintain visibility of expected hardware demand based on pipeline progression and expected deployment timelines, helping operations plan stock levels and international shipments.
- Deal Coordination: Support large or complex deals by coordinating pricing approvals, contract steps, and operational readiness across teams.

Forecast & Pipeline Coordination

- Forecast Roll-ups: Work with the RevOps Manager to maintain the weekly sales forecast, ensuring pipelines are up to date and leadership has a clear view of expected revenue.
- Pipeline Coverage & Sales Capacity: Track pipeline coverage against quota by rep and region, highlighting gaps early and helping sales leaders focus on where additional pipeline generation or deal support is needed.
- Pipeline Health Monitoring: Track deal progression and highlight stalled deals or pipeline gaps that may affect forecast accuracy.

Sales Enablement & Team Support

- Sales Onboarding: Lead operational onboarding for new sales hires, ensuring they are comfortable with CRM, tools, and sales processes.
- Sales Knowledge Base: Maintain a “single source of truth” for sales playbooks, scripts, and materials developed with Marketing.
- AI & Automation Support: Help the sales team get more value from AI tools and automation to streamline reporting, pipeline management, and operational workflows.

Performance Insights

- Win/Loss Insights: Support analysis of won and lost deals to help the team improve conversion and sales processes.
- Sales Efficiency Reporting: Help track key metrics such as pipeline coverage, sales velocity, and revenue efficiency.

What We're Looking For

Experience

- 3+ years in Sales Operations, Revenue Operations, or a similar role supporting a sales team in a SaaS or technology environment. Experience in hardware-enabled SaaS or global enterprise sales is a plus.

Sales Team Focus

- You enjoy helping sales teams succeed by removing friction, improving processes, and ensuring reps have the data and tools they need to close deals.
- You enjoy being the person who makes complex sales processes run smoothly behind the scenes.

Operational Mindset

- You are organised, detail-oriented, and comfortable managing multiple moving parts across deals, systems, and teams.

Systems Thinking

- You don't just fix problems once. You help build processes and automations so they don't happen again.

Tools

- Experience working with CRM systems (HubSpot or similar) and modern SaaS tooling. Comfort working with spreadsheets and reporting dashboards.
- Comfort experimenting with AI tools to streamline sales operations, improve reporting, and help the team work more efficiently with data and systems.

Global Perspective

- Comfortable working across time zones and supporting deals across different markets, regulatory environments, and agricultural seasons.

Research shows that while men often apply for a job when they meet only 60% of the qualifications, women tend to wait until they meet 100%. We want you to know that we view this job description as a guide, not a checklist. Hectre is committed to being an equal opportunity employer, so if you are excited about this role and feel you have the core skills to succeed, we'd love to hear from you.