

Job Title:	Regional Sales Representative
Location:	Northeast Territory
Department:	Sales
Reports To:	Sales, Channel and Business Development Manager
Date Posted:	April 22, 2024

Overview

We are seeking a dynamic and results-driven individual to join our team, focusing on expanding our market presence and the presence of our partners within the veterinary industry. As a Regional Sales Consultant, you will be responsible for sales activities within a designated, multi-state geographical territory, collaborating closely with distribution partners to promote and sell a range of products to veterinary clinics and other animal-health related outlets (e.g. animal control organizations, not-for-profits shelters/rescues, boarding facilities, etc.). This role requires exceptional communication skills, a strong understanding of the animal health industry, combined with an ability to build and maintain relationships with key stakeholders.

Key Responsibilities

<i>Territory Management</i>	<ul style="list-style-type: none"> Develop and execute a strategic sales plan to achieve gross sales targets within the assigned territory. Identify and prioritize key stakeholders, geographies, and accounts, ensuring thorough coverage and penetration of the market. Monitor market trends, competitor activities, and partner/customer feedback to identify opportunities and threats.
<i>Relationship Building</i>	<ul style="list-style-type: none"> Establish and nurture strong relationships with vendors, distribution partners and key stakeholders. Collaborate with distribution partners to disseminate awareness information, develop joint sales strategies and promotional activities. In conjunction with distribution partners, conduct regular visits to veterinary clinics to build rapport, understand their needs, and provide product education and sales support.
<i>Sales and Revenue Generation</i>	<ul style="list-style-type: none"> Drive sales growth by effectively promoting and selling our represented veterinary products to the veterinary channel. Conduct product presentations, demonstrations, and training sessions for distribution partners and veterinary staff where applicable. Promote periodic programs and advertising campaigns to partners and customers to generate product awareness and increase product adoption.
<i>Partner Service and Support</i>	<ul style="list-style-type: none"> Act as a primary point of contact for partners to address inquiries, resolve issues, and provide timely support. Coordinate with internal teams, including marketing, customer service, shipping, and finance, to ensure seamless vendor, distributor, and customer experiences. Proactively identify opportunities to enhance product satisfaction and loyalty through value-added solutions.
<i>Reporting and Analysis</i>	<ul style="list-style-type: none"> Maintain accurate records of sales activities, customer interactions, and market intelligence using CRM software or other MS Office applications. Prepare regular sales reports, forecasts, and analyses for management review. Utilize data insights to identify areas for improvement and develop action plans to optimize sales performance.

Qualifications and Requirements

- Ability to travel 65%-75% (in vehicle and air) with varying overnight stays weekly; includes limited but some weekend/evening work based on business meeting needs.
- Undergraduate degree (BS/BA) or equivalent.
- 5+ years of demonstrated sales experience and success in animal health or related field with documented success in covering a large geographical sales territory.
- Proficiency with MS Office suite (Word, Power Point, Excel, etc.); experience with Power BI and Dynamics CRM a plus.
- Strong verbal and written communication skills, including comfort with both small group facilitation and larger group public-speaking/presenting.
- Willingness to work with a team of extraordinary professionals, while driven by a highly competitive and autonomous motor as an independent self-starter.
- Can solicit, accept, and incorporate feedback into daily habits as part of continual self-improvement in current role and for skill sets required for future roles.