

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

## 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.