

Inside Sales Representative - Veterinary Channel

FLSA Status

Exempt

Salary

Starting at \$60,000 based on experience plus bonuses twice a year

Job Summary

The Inside Sales Representative is responsible for generating sales and market share growth and enhancing profitability with assigned veterinary clinics and customers. This role focuses on managing and expanding existing accounts as well as acquiring new accounts. The position holder accomplishes this through virtual sales calls, proactive communication, and strategic planning. The incumbent is responsible for building strong relationships with all the key customer stakeholders as well as responsible for virtual Stokes Healthcare technical product and sales training of account staff. The ISR is expected to collaborate with Client field-based teams and Management. The Inside Sales Representative will establish relationships and maximize sales performance in segmented territories not covered by the field sales team.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Identifies and pursues sales opportunities virtually with accounts.
- Develops and maintains a pipeline of prospective accounts.
- Organizes, participates, and leads virtual events, webinars, and meetings to promote Stokes Healthcare products and services.
- Maintains and utilizes expert product knowledge and highly effective selling skills to influence customers to support the use of Stokes Healthcare promoted products
- Meet overall sales objectives and sales quota.
- Establish relationships with key personnel at targeted accounts and provide ongoing service to maintain and grow Stokes Healthcare product market share and access.
- Execute a call-cycle at the account and veterinarian level that delivers our reach and frequency expectations to generate expected outcomes and revenue.
- Develops an excellent knowledge base of all assigned clinics, including the products they stock, their business objectives, their decision-making processes, the key staff members, and technology footprint.
- Develop and execute a territory business plan with resource allocation per expectations - effectively implementing the full complement of Stokes Healthcare resources and following up to maximize ROI.
- Utilize our Customer Relationship Management (ZOHO) system to pre-call plan, enter call notes, and document customer follow-up communications to develop continuous growth opportunities.
- Generate interest and get offices signed up to our online prescribing system, iFill

- Maintain call productivity and metrics that are required by program.
- All other tasks as requested or assigned.

Required Education and Experience

- Bachelor's degree preferred
- Minimum of one to five (1-5) years of relevant sales experience in a competitive selling market in an Inside Sales environment
- Animal Health or related industry experience preferred
- Veterinary sales experience a plus
- Outstanding social skills
- Excellent verbal and written communication skills
- Excellent listener with strong telephone and in person presentation skills
- High energy, self-motivated individual who is passionate about Stokes and our clients/prospects
- Ability to multi-task; must possess strong time management skills
- Strong computer and internet usage skills
 - Experience using a CRM database (familiarity with Zoho is a plus)
 - Good understanding of internet technologies, web browsers, connectivity, terminology, and basic website troubleshooting
 - Proficiency in Microsoft Office products

Eligibility Qualifications

- Must have a flexible schedule and be able to adapt to an on-the-go schedule, based on business demands.

Competencies

- Business Acumen
- Collaboration Skills
- Communication Proficiency
- Customer/Client Focus
- Decision Making
- Results Driven
- Technical Capacity

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job is operated from the corporate office in Mt. Laurel, New Jersey with occasional travel to attend select Veterinary Conventions or meetings. This position requires the use of standard office equipment.

Language Skills

Must be able to read, write, speak and understand English fluently and can read and interpret documents such as operating and maintenance instructions and procedure manuals.

Mathematical Skills

Uses addition, subtraction, multiplication and the division of numbers including decimals and fractions when checking of reports, forms, records and comparable data where interpretation is required involving basic skills knowledge.

Reasoning Ability

Must have the ability to solve practical problems and deal with a variety of concrete variables in situations where substantial standardization exists. Must be able to interpret instructions furnished in written, oral, and diagram or schedule form.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Able to sit and/or stand 8-10 hours or more per day as needed
- May sit, stand, stoop, bend and walk intermittently during the day; may be necessary to work extended hours as needed
- Finger dexterity to operate office equipment required

Position Type and Expected Hours of Work

This is a full-time position. Because of the nature of the business, work schedules may vary at times (based on customer time zones).

Travel

Ability to travel occasionally to select Veterinary Conferences or programs.

Disclaimer

The above job description is intended to describe the general nature and level of work being performed by employees assigned to this job. It is not designed to capture or illustrate a comprehensive list of all responsibilities, duties, and skills required of employees assigned to this job.

AAP/EEO Statement

Stokes Healthcare is an Equal Employment Opportunity and Affirmative Action Employer.