VetPlus

Job Description

Job Title:	Area Sales Manager (ASM)
Department:	Sales
Reports to:	Regional Sales Manager (RSM)
Key Relationships:	Divisional Director (DD) UK Sales Manager (UKNSM) All other ASM's Veterinary Business Advisor (VBA) Senior Marketing Manager (SMM) Technical Advisors (TA)
Location:	Home office based – with travel throughout the territory
Date:	October 2015 – Version 4

Role Summary:

Working under the guidance of the RSM, the ASM will be a key part of the sales team, enhancing the company's profile in your area.

Responsible for all sales activities in the assigned region the post-holder will manage a portfolio of general veterinary practices and referral practices, meet and exceed sales objectives and manage the quality and consistency of service delivery to customers. This will be achieved by developing an effective sales message and the achievement of daily contact standards to educate your customers about the benefits of VetPlus products.

The post-holder must recognise the value of customer contact and be adaptable in their service, appropriate to the needs of the customer, resulting in the further selling and cross-selling of products.

Background:

The VetPlus business has been built on a superior knowledge of our market and products – this will continue, however, the increase in competition has also resulted in an increased financial awareness by practices. This in turn demands the provision of the highest standards of customer service and therefore increased skill at field level.

Main Duties:

Sales:

- present and sell company products and services to current and potential clients
- understand and follow the company's defined sales process
- grow the number of practices that actively use VetPlus products
- responsible for the introduction and distribution of new products
- commit to undertaking an agreed number of customer visits per day
- follow up on all new leads and referrals
- support the practice at open days and client evenings
- ensure maximum company presence in waiting rooms and consulting rooms

Planning

- complete an annual business plan
- effectively and efficiently plan daily practice visits to maximise opportunities and make best use of time
- maintain a daily calendar in CRM detailing all telephone calls and appointments

Training

- develop and continually improve product knowledge
- help improve practice knowledge through 'Lunch and Learns'

Reporting

- submit daily call reports to the RSM using the CRM system
- ensure practice information is updated in CRM on a daily basis
- complete practice updates after each visit clearly identifying, qualifying and quantifying opportunities
- provide market and competitor updates on a weekly basis
- participate in weekly conference calls

Shows and Events

- participate in marketing events such as seminars and trade shows and be available for the following key national shows during the year
    - BSAVA April – Birmingham
    - BVNA October – Telford
    - London Vet Show November – London

Company Culture

- share creative ideas with team members and management to ensure best practice
- strive for continuous improvement in what we do and how we do it
- hard work and dedication
- attention to detail
- professionalism
- flexibility
- urgency

Occasional Duties:

The ASM must be flexible and accept to take on responsibilities that are not detailed in this job description. They will be required to

- work additional or anti-social hours and spend evenings away from home as required to meet the needs of the business
- attend sales meetings at the company's purpose built training centre in the Lake District or at the company's headquarters in Lytham St Anne's
- carry out any other duties as are within the scope and purpose of the job as requested by their line manager

Personal attributes

The post-holder will have:

- a solid academic background (Ideally; at least a 2:1 from a leading university in a science related subject)
- at least two years previous field sales experience – preferably selling super premium medical or nutritional products directly
- a good understanding of concept selling
- a good understanding of the veterinary market and its current challenges
- excellent IT knowledge – especially Microsoft Excel and Powerpoint
- excellent time management skills

This person will be:

- a quick learner
- self motivated
- able to work under own initiative
- hard working
- enthusiastic
- a team player

The post holder will be expected to:

- act with honesty and integrity at all times
- demonstrate high standards of personal conduct
- value and respect colleagues and other members of staff
- work with others to develop and improve our services
- take personal responsibility for their words and actions and the quality of service they deliver
- familiarise themselves with the company Planning Card and uphold the company's core values

Job Review

The job description will be reviewed periodically to take into account changes and developments in service requirements. Any changes will be discussed fully with the post holder.

Signature of Post holder: …….…… Date: ……

Signature of Manager: ……..…… Date: …….……