



JOB TITLE: Inside Sales Representative

REPORTS TO: Inside Sales Supervisor

PRIMARY PURPOSE(S) OF POSITION: Responsible for engaging in and managing the sales responsibilities for a geographic territory in the United States according to ongoing growth objectives through telephone and direct mail contact.

JOB DUTIES:

1. Display the consultation skills necessary to successfully represent and sell products and services to existing customers and prospects. Utilize telephone sales skills and detailed knowledge of the manufacturer product lines, as well as knowledge of the market we serve.
2. Communicate client expectations to various support departments including shipping, purchasing, management, etc. With creative ability, discern customer expectations and exercise decision making ability to determine the best product to meet the customer's need. Develop and maintain an understanding of the Vet Pharm system to ensure efficient processing of orders.
3. Strategize and suggest annual goals for growth in each sales territory. Recognize the competition represented in each area. Perform quarterly reviews of progress made toward those goals and make corrective action decisions when needed.
4. Proactively participate in the organization's responsibility for territory management. Understand the territory management system and how it contributes to the efficient organization of prospect and customer sales efforts.
5. Represent Vet Pharm at regional or state trade shows focusing on lead generation and sales.
6. Maintain professionalism and stay abreast of new developments through meetings, publications, seminars and in-house sales training.

MINIMUM JOB QUALIFICATIONS:

<u>Education</u>	High School diploma. Courses and/or Degrees Preferred: Business Management, Sales, Telemarketing In-House Employee Training Recommended: Sales Training
<u>Work Experience</u>	Types of experience preferred: Sales, phone sales
<u>Communication Skills</u>	Telephone sales skills to effectively conduct business over the phone involving prospecting, selling and servicing new and existing customers. Verbal and written skills for communication with customers to exchange information and review and analyze customer's wants and needs. Communicate customers expectations with other divisions or departments of Vet Pharm to initiate and complete orders with optimum customer satisfaction.
<u>Decision Making</u>	Set goals and strategies for territory. Organize, evaluate and prioritize customer's needs and expectations to best achieve successful sales efforts. Recognize existing and potential problems with sales orders throughout the process and offer solutions. Accountable for knowing which decisions are predetermined and which need management approval.
<u>Travel</u>	Limited — occasional regional or state trade show, seminars. One to two weeks territory travel per year.
<u>Residency</u>	Primary residence within twenty-five (25) miles of office.