

Job Title **Inside Sales Representative- CAH**

Classification EXEMPT

Salary Grade/Level/Family/Range

Reports to Reports to Vice President of CAH

Date May 25, 2017

JOB DESCRIPTION

Summary/Objective

The function of the Inside Sales Representative is to provide ongoing development of existing and prospective LiteCure LLC customers and prospects to ensure sales growth in the Companion Animal Health (CAH) product lines. Duties include selling product or services by using the telephone, email and mail as the primary media for contact and negotiation. Incumbents may partner with outside sales staff to serve larger accounts.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Represent LiteCure LLC in a positive and professional manner
- Work with all personnel and outside contacts to provide necessary sales and marketing information, related to all CAH products, as requested by prospective clients
- Continuous education of product knowledge and departmental processes
- Utilize proactive approach to develop and grow respective sales territory
- Meet and exceed established Monthly, Quarterly and Yearly sales goals
- Develop and close sales opportunities for the current & future Companion Animal Health product line which include: Stance Analyzer, Underwater Treadmill, Cold & Compression Technology, Laser Therapy, Regenerative therapy (CRT) and extended Warranties
- Input all sales activity into SalesForce; maintain updates of customer information including email address, point of contact, address, phone number
- Complete and maintain accurate sales forecasts, data gathering and reports within Sales Force for Sales Manager

- Maintain ongoing pipeline of prospective accounts to close and timeline to close
- Keep open communication with Outside Sales Representatives regarding potential prospects and accounts that need follow-up
- Educate prospects and current customers on new product line and upgrade opportunities
- Conduct Post Sale Follow Up (call customer to ensure successful implementation on new equipment purchase)
- Conduct ongoing customer needs analysis and research of customer requirements through ongoing contact with existing LiteCure LLC customer database
- Participate in management meetings and take responsibility for sales improvement initiatives and other assigned action items
- Conduct regular customer follow up calls to ensure customer satisfaction and referral database development
- Provide recommendations regarding the improvement of customer sales and retention tools and procedures

Competencies

- Organizational Skills
- Customer service focused
- Initiative
- Thoroughness and Detail-oriented
- Time Management
- Communication Proficiency

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

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. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or

feel; and reach with hands and arms.

Position Type/Expected Hours of Work

This is a full-time position. Hours of work are Monday through Friday, 40 hours per week. Specific schedule to be determined with manager

Travel

Limited Travel- some out-of-the-area and overnight travel may be expected.

Required Education and Experience

- Associate's degree in a technical or business discipline or equivalent combination of education and experience
- A minimum of one year sales experience or some level of customer service experience
- Required to have strong communication skills and product/service knowledge
- Working Knowledge of Microsoft Outlook, Word Excel, PowerPoint

Preferred Education and Experience

- BS/BA in Business Administration or Health Science
- Positive attitude, exemplary attendance, and reliable team member

Work Authorization/Security Clearance

None

AAP/EEO Statement

LiteCure LLC. believes in equal employment opportunity. The Company does not discriminate on the basis of a person's race, religion, color, age, sex, national origin, disability, or veteran status regarding considerations such as recruiting, hiring, training, on-the-job treatment and promotion.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.