

Sales Assistant

VBNS

Reports to: CSO

Primary Purpose:

Coordinate all trade show activities and booth exhibit requests. Responsible for coordinating and mailing communication materials to distributors, distributor reps and end user customers. Assist territory sales managers with administrative support and keeping database current. Back up territory managers with incoming phone calls and writing orders.

Duties and Responsibilities:

1. (50%) Events, Trade Shows, Booth Coordination

Coordinate all trade show events and activities based on criteria from company territory sales managers.

- File initial booth space contracts for trade shows and meet all contractual deadlines for booth space, badges, furnishings, electrical equipment, labor, etc. File all appropriate forms found in the show's exhibitor manual. Prepare check requisitions for all expenses and keep accurate records of expenses.
- Schedule all usage of trade show booths. Prepare all material for trade show exhibit including samples, office supplies and forms. Work with graphic designer to develop appropriate graphics for shows.
- Pack and coordinate shipping of materials and booth. Coordinate all shipping and return shipping arrangements. Fulfill awards for any trade show promotions.
- Coordinate Travel Arrangements
- Purchase promotional items

2. (25%) Incoming Phone Calls / Write Sales Orders

Primarily responsible to answer incoming phone calls and directing calls to the proper person. Back up territory sales managers with sales related phone calls from producers, distributors, veterinarian practices, pet owners, and give information on the product line. Send any requested information. Write up sales orders accurately and completely and get them processed within two hours of receiving. Notify distributor purchasing agent if any products may be backordered. Send order confirmations. Process all sample transfer requests.

3. (20%) Literature Fulfillment / Mailings

Fulfillment mailing responsibilities include the following specific areas and updating the database on all correspondence sent:

- Responsible for running sales literature and fulfilling territory requests.
- Qualify and send initial contact information to all leads generated from industry periodicals, trade shows, web inquiries, etc. within two weeks of receiving initial inquiry. These include distributor mailings, distributor

rep mailings, and customer (user) information fulfillment. Update the distributor database for all contacts made. Pass these leads on to the appropriate Territory Sales Manager for follow-up.

- Assist territory sales managers and director of sales and marketing in other literature, detail sample, and promotional giveaway requests from distributors.
- Assist territory sales managers in keeping database up to date by requesting and receiving updated distributor rep rosters directly from distributor or territory manager. Load information on customer database.
- Coordinate new dairy address lists supplied by reps.

4. (5%) Promotional Item Management / Other Responsibilities

Represent sales department carrying out internal audits for the company ISO and HACCP certifications. Assist with organic certification requests. Conduct additional duties and functions as requested by management.

Job Requirements & Skills

Education - High School with additional technical / business school training of 1 year or less with targeted courses in business, marketing, PCs

Work Experience – 1 to 2 years of general office / business experience preferred

- Skills** - Organized, detailed and service minded
- Interpersonal oral and written communication
 - Problem Solving
 - Experienced with Word, Excel, PowerPoint and comfortable online

Travel - Occasional - (trade shows, sales meetings)

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