



## Midlands Veterinary Wholesalers (Pty) Ltd

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**MVW GEORGE:** Unit 1. Erf 27663, Steinhof Industrial Park, PW Botha Boulevard, George Industria, 6536 Tel: (044) 008 5004

# VACANCIES: BUSINESS DEVELOPMENT REPRESENTATIVE

**JOB LEVEL** : P010

1 November 2023

**LOCATION** : Cape Town

Midlands Veterinary Wholesalers (MVW) was established in 1993 as a Registered Pharmaceutical Wholesaler specializing in the Veterinary Field. MVW's focus is to wholesale veterinary items throughout South- and Southern Africa to veterinarians, veterinary-owned practices and farmers. MVW provide its clients with efficient service, affordable, cost-effective products and advice from experienced staff members.

**PURPOSE OF THE ROLE:** To support the launch of MVW's new Premium Pet Food products in the South African Market. To achieve trading base and profitable revenue growth through the development of face-to-face and over the phone, long term customer relationships, enabling high levels of acquisition and retention of new business within the customer classifications. These classifications include, but are not limited to veterinary practises (all relevant formats), pet shops and breeders etc.

**OBJECTIVES:** The objective of the Sales Team is to introduce the new Premium Pet Food products to the South African market, grow the revenue, profitability and trading base of the small, medium and large customer classifications through:

- The acquisition of new customers;
- Development of existing customers; and
- Improvement of revenue quality

## KEY ACCOUNTABILITIES:

### Market-Place Information

To gather competitor and customer data through sales activities in order to create awareness of local market trends and competitors' activities.

- Interacts with customers, face-to-face, to establish market information specific to them
- Collects competitor intelligence e.g., tariffs, brochures, promotions, campaigns, etc.
- Shares information within the sales team to improve the ability of the team to identify the most applicable Premium Pet Food Product versus the competitor's product offer
- Reports on the information gathered to the Product Manager for analysis purposes

## **New Business Acquisition**

To win and develop small, medium and large customers within a specific geographic territory in order to generate and meet revenue targets. To meet both individual and team activity and productivity KPIs.

- Plan and prepare for sales visits to both existing and prospect-customers e.g., contact person, address, trading history, new opportunities etc.
- Identify and record a profile per customer
- Performs visits to appropriate contacts within existing and prospect customers
- Consistently presents the full range of products and the benefits thereof to every customer
- Win new customers through the closing of business within the discount parameters
- Develop existing customers via up-selling and cross selling

## **Customer Relationship Management**

To ensure we retain small, medium and large customers within a specific geographic territory through building lasting relationships and enhancing customer satisfaction.

- Form professional and appropriate relationships within the customer organisations through face-to-face contact in order to meet customer needs
- Provide a channel of communication between MVW and its customers (internal and external), facilitating resolutions of complaints and queries (i.e., service failures, invoice queries, returns and product requirements etc.)
- Acquire and constantly update product knowledge through training to provide the customer with the best possible advice

## **Merchandise Management and Training**

To improve sales by providing point-of-purchase and shelf management services.

- Plan and develop a merchandising strategy with each customer that balances customers' expectations and company's objectives
- Maximise customer interest and sales levels by displaying products appropriately
- Produce layout plans for customer displays and maintain store shelves and inventory
- Present and provide training to relevant stakeholders within our customers on the premium pet food products, the features and benefits thereof

## **Sales Administration**

To perform all sales administration activities timeously in order to maintain accurate information essential to sustain revenue growth and customer service.

- Acts upon information provided relating to e.g., up/down traders, customers not trading to profile, etc.
- Complete and update customer information and documentation as required
- Accurately update the Sales systems on a timely basis in order to ensure complete and current client information is held
- Reviews sales performance and prepare presentations as necessary for sales meetings and weekly debriefs
- Provides input as required into the monthly sales reviews

**TARGETS TO BE ACHIEVED (including but not limited to):**

- Revenue Growth – revenue versus budget/target to be achieved;
- New Business – minimum of 10 new accounts to be gained per week;
- Activity – a minimum of 22 face-to-face appointments with a total of 70% of appointments to be pre booked; and
- Administration – customer profiles must be 99% updated.

**MINIMUM REQUIREMENTS:**

- Grade 12
- Previous experience in the animal health industry would be advantageous
- At least 5 years' experience as a Sales Representative, with a proven track-record of achieving sales targets, preferably in the animal health industry
- Sound business acumen – ability to identify and analyse how market trends influences sales
- Ability to analyse sales performance metrics and making recommendations for improvement
- Excellent selling, negotiating and communication skills (verbal and written)
- Must have a customer-centric mindset with a drive to succeed
- Good planning, prioritising- and problem-solving ability
- Ability to work under pressure and meet deadlines
- Above average computer literacy (MS Excel, Word and PowerPoint)
- High-level of attention to detail
- Must have own, reliable vehicle and a valid driver's license
- The incumbent must reside in the geographical area of the position that he/she is applying for

Suitably qualified and experienced candidates are invited to submit their application and CV to Elize Hugo at [elizeh@mvwsa.com](mailto:elizeh@mvwsa.com) by no later than close of business on **Friday, 10 November 2023**.

Regards,

**MVW Talent Acquisition**

*MVW is in support of diversity in the workplace and appointments will be made in line with its Employment Equity Strategy.*