



**Bova Specials UK LTD**  
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**Job Description:** Sales Representative- Northern Region  
**Salary:** Starting £27,000 + Car/Allowance + Salary Extras  
**Application Close:** 30<sup>th</sup> November 2018  
**Apply:** Bova UK HR (Reena Anand) - [reena@bova.co.uk](mailto:reena@bova.co.uk)

### **Job Purpose**

Working under the guidance of the National Sales Manager, this field-based position requires the successful candidate to visit and educate veterinary teams – in a specified region - about the services of Bova UK.

The successful candidate will be responsible for delivering on top-line sales objectives and the execution of Bova UK's business, sales, and marketing strategies.

As part of an agile team, the autonomy of this role allows the successful candidate to demonstrate the following skills: Leadership and stakeholder management; Ability to make high-impact decisions; Approach to strategic planning methods.

In return, Bova UK provides an entrepreneurial environment that allows its team to gain broad experiences and develop as a professional in their career with the guidance from experienced managers.

For this role, in particular, the National Sales Manager will be working closely with you to execute the objectives of this role and to help you to achieve your career goals.

### **About us**

Bova UK is a Specials manufacturer of veterinary medicines that is regulated by the Veterinary Medicines Directorate (VMD). Bova UK holds ManSA license (Manufacturer 'Specials' Authorisation- (Veterinary) to manufacture sterile and non-sterile products.

The stringent regulations set out by the Veterinary Medicines Directorate (VMD) is testimony to the quality of medications produced at Bova UK. The well-established quality culture ensures that the business remains compliant with current Good Manufacturing Practices (cGMP) and Good laboratory practices (GLP)

### **Benefits for you**

- Competitive starting salary of £27,00 which will increase as you develop and progress within the role;
- 22 days annual leave (Plus Bank Holidays);
- Attractive pension scheme (up to 10%);
- Company car or allowance;
- Company bonus scheme;
- Rewards database with discounts for hundreds of retailers;
- 50% off a Pure Gym membership;
- Other working benefits, such as childcare vouchers and health cash plans;
- Knowledge capital, training and opportunities to develop within your role and career.

## **Core Responsibilities**

### **Planning**

- Maintain high level of expertise of the VMD's Prescribing Cascade, the Specials Manufacturing space, and the increasing portfolio of Bova UK's products and services;
- Develop and maintain account plans for top clinics and client-visit strategies;
- Daily maintenance of the Customer Relationship Management (CRM) System;
- Execute the pre-defined business, sales, and marketing activities;
- Analyse and interpret actual and potential customer sales and growth opportunities.

### **Stakeholder Management**

- Develop mutually beneficial, long-term partnerships with our customers based on high quality customer care;
- Implement bespoke customer solutions utilising your own initiative and assistance from management and marketing;
- Initiate and maintain regular contact and professional relationships with head office personnel;
- Initiate and promptly respond to daily communication with your line manager;
- Contribute to upholding the company's positive internal culture.

### **Client-Visits**

- Deliver client-visit activity in accordance with agreed KPIs to achieve the required coverage and frequency with identified target customers;
- Ensure that specific objectives exist for each individual client-visit (minimum and maximum expectations);
- Deliver relevant competitive information to management;
- Proactively identify customer opportunities and act on them;
- Accurately record all contact and client-visit activity in the CRM system;
- Ensure a clear and timely follow up plan is in place, which is then actioned appropriately.

### **Compliance**

- Maintain high standards of business conduct and employee compliance;
- Operate within the spirit and intent of the law, in particular, the veterinary regulatory

environment;

- Maintain accurate record keeping that is compliant with GDPR;
- Work within the rules of the Quality Management System of Bova UK.

### **Personal Skills & Attributes**

- Goal orientated, confidently competent, and a high-achiever;
- Strong, open-communication (especially with your line manager);
- Negotiation techniques and the ability to learn new skills;
- Self-starter and ability to initiate self-learning;
- Ability to follow instructions (verbally or through SOP's);
- Proven ability to think on behalf of the business;
- Builds successful and effective relationships;
- Ability to handle critical information;
- Ability to retain and discuss product information;
- Ability to plan and schedule ahead of time;
- Ability to work autonomously and within a team;
- Adaptable to new software and technologies;
- Networking with clients at events (inside and outside of normal working hours);
- A strong work ethic and a proactive approach to a fast-paced high-growth company environment;
- Integrate data analysis with selling stories that leverage business growth;
- Capable, safe driver.

### **Training, Qualifications and Experience**

- Experience is necessary in the following field(s): Veterinary; Veterinary nursing; Animal health or other related industry; Customer facing role;
- Degree qualified in science, business, or marketing related fields is desired but not essential;
- Current passport and valid driving licence;
- Skills in Microsoft Office and CRM Systems.

### **Location**

- Location: Field based role – Northern England;
- High frequency of travel within the UK;
- Regular overnight travel will be required;
- Congress attendance across the UK.

When applying for this role, we are looking for specific examples throughout your application that demonstrates your skills and abilities of the specs within this job description.

Bova UK is a vibrant start-up company within the veterinary pharmaceutical industry. Since its inception in Australia in 2008 – and the UK in 2017 - the company is dedicated to its clients and is now looking for a candidate to support the ongoing growth and success of the business in a permanent, full time position.