



**EASTERN STATES VETERINARY ASSOCIATION (ESVA)
NAVC (North American Veterinary Community) AND
SUBSIDIARIES**

POSITION TITLE: Inside Sales & Solutions Coordinator
LOCATION: Orlando, FL
REPORTS TO: Director of Sales
POSTING DATE: 9.15.15

NAVC Overview

Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a non-profit organization with a mission to provide world-class professional development for the global veterinary healthcare community. The organization's largest educational initiative, the annual NAVC Conference, hosts more than 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Expeditions, NAVC Institute, VetFolio, Today's Veterinary Practice and NAVC Clinician's Brief, the official journal of the NAVC. The NAVC's international conference partners include the Asian Pacific Veterinary Conference (APVC), the Latin American Veterinary Conference (LAVC) and Southern European Veterinary Conference (SEVC). NAVC offers a competitive salary, bonus, and full benefits package that includes medical, dental, and life insurance as well as a 401k plan. Most importantly we provide a fun, engaging and collaborative working environment where your talents and strengths will be utilized to serve the veterinary profession and assist in achievement of the NAVC mission.

Position Objective

The Inside Sales & Solutions Coordinator is a two-focused position. The first focus is generating new sales from existing Exhibitors/Industry Partners and prospecting for new Exhibitors and Industry Partners whose strategic objectives align with the NAVC offerings. The secondary focus of this position is the coordination of paperwork, processes, implementation and payments between Industry Partners and the NAVC Sales and Marketing teams.

NAVC Inside Sales & Solutions Coordinator Position Responsibilities

Generating New Sales – 50%

- Cultivate existing and acquire new sponsors, advertisers and exhibitors for all NAVC programs including Conference, Institute, Expeditions and VetFolio

- Establish productive and professional relationships with key personnel within industry partner organizations
- Generate sales from customers on established target list
- Coordinate involvement of NAVC personnel, support, services and resources to meet Industry Partner self-identified performance objectives and expectations
- Coordinate with Western and Eastern US NAVC SAMs to manage the NAVC Institute booth sales and commitments
- Proactively assess, clarify and validate industry partner needs on an ongoing basis
- Lead solution development efforts that best anticipates and addresses industry partner needs, delivers customized partnership opportunities, while coordinating the involvement of all necessary NAVC personnel
- Routine industry partner contact via phone and web conferencing
- Participate in regular team calls
- Develop, execute and track new business promotions including acquisition of emails, partnerships and database marketing
- Occasionally attend veterinary conferences to meet with Industry Partners
- Attend on-site meetings at both the NAVC Conference (January) and NAVC Institute (May)
- Attend occasional meetings in Gainesville, FL headquarters

Sales Coordination – 45%

- Traffic paperwork including advertisement graphics, insertion orders, applications and other forms between Industry Partners and the NAVC Sales and Marketing teams
- Coordinate material review, including collating edits from all Sales & Exhibits team members for all marketing and sales materials
- Provide initial quality control edits for graphics submitted by Industry Partners for program advertisements, RealDeals coupons, bag inserts and digital advertising, prior to coordinating final edits with the NAVC Marketing team
- Manage our Solutions@NAVC.com email inbox and coordinate with the appropriate individuals to provide timely responses and solutions to the inquiring party
- Manage tracking spreadsheets for all year-round advertising, signage and sponsorship commitments, NAVC Partner Points and NAVC Partnership Level by company, keeping all documents current and accurate
- Manage, track and monitor industry partner/sponsor benefit fulfillment
- Develop methods to increase effectiveness and efficiency of Sales Team processes and procedures
- Participate in regular team calls

- Additional responsibilities as assigned by Director of Sales

Other – 5%

- Perform additional duties to assist other departments as needed
- Assist with special projects as assigned

Accountability and Performance Measures

- Achieve assigned sales targets
- Achieve agreed upon goals in designated accounts
- Maintain high customer satisfaction ratings that meet NAVC standards
- Maintain high internal stakeholder satisfaction ratings and feedback
- Coordinate Sales Team processes for optimal effectiveness and efficiency
- Complete required training and development objectives within assigned time frame
- Operate within assigned travel budget

Qualifications

- Four year college degree from an accredited institution
- 2+ years of successful sales preferred
- Previous veterinary industry experience, including a minimum of one year in an animal health related position
- Digital media sales expertise is ideal but not required
- Proficiency in all Microsoft Office programs (Word, PowerPoint, Excel)
- Proven successful public speaking as well as excellent formal and informal presentation skills
- Solid group and interpersonal communication skills

Relevant Competencies:

Core Competencies

- Accountability
- Communication Skills
- Customer Orientation
- Critical Thinking
- Flexibility
- Innovation
- Integrity & Trust
- Professionalism
- Results Oriented
- Teamwork & Collaboration
- Time Management
- Taking Initiative

Functional Competencies

- Business & Technical Knowledge
- Emotional Intelligence
- Organizational Skills
- Presentation Skills
- Product/Service Expertise
- Project Management
- Selling Skills
- Resilience

Environmental Position Requirements:

- Up to 10% travel
- All prospective employees must pass a background check
- No direct reports
- Ideal location in Orlando, FL office, or Field-based

Resources:

- Travel budget
- Home office set up including Mac laptop, iPad, printer, cell phone, LCD projector
- Historical data
- Associations Anywhere/ACGI CRM tool (or similar)
- Google drive and smartsheet data management system
- Additional resources as required

For Additional Information:

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Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____

CEO Signature: _____

Date: _____