

**Job Title:**

Sales Representative – Pet Industry

**Department:**

Sales

**Reports To:**

National Sales Manager

**Job Purpose:**

To present, promote, and secure orders while ensuring merchandising and optimal service levels are managed and maintained in stores. The Sales Representative will build and maintain strong customer relationships, gain new business, and contribute to the achievement of sales budgets.

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**Key Responsibilities:****1. Effective Sales Management**

- Achieve Year-To-Date (YTD) Sales Budget targets.
- Monitor and manage orders to ensure timely delivery.
- Maintain appropriate product service levels in stores

**2. Ranging**

- Ensure the correct product range is listed and displayed per customer segment.
- Influence listings through understanding of store-specific needs and consumer demand.

**3. New Business Development**

- Identify and gain new business opportunities.
- Develop strong customer relationships to support long-term growth.

**4. Customer Engagement**

- Maintain consistent and professional communication with store personnel.
- Deliver in-store promotions and training where applicable.

**5. Effective Administration**

- Timely and accurate completion of administrative duties including call cycles, reports, and CRM entries.
- Submit weekly sales reports, feedback and expense claims.

**6. Expense Management**

- Operate within allocated budget for travel, samples, promotions, and other expenses.
  - Ensure cost-efficiency in all sales activities.
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**JHB:** 1 Heaton Lane, LongLake Ext. 19, Modderfontein, Gauteng | **tel:** +27-11-040-5900**DBN:** Unit W005B Mahogany Ridge Industrial Park, 30 Goodwood Road, Pinetown, Kwa-Zulu Natal | **tel:** +27-31-467-4541**CT:** 37 Eagle St, Okavango Park, Brackenfell, Cape Town | **tel:** +27-21-271-0287**PE:** 134 Burman Rd, Deal Party, Port Elizabeth | **tel:** +27-41-271-0071

**Measurement Criteria:**

- Achievement of sales targets.
- Service level maintenance.
- Order placement efficiency
- Accuracy and punctuality of administrative submissions.
- Customer satisfaction and feedback.

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**Key Competencies:**

- Strong selling and negotiation skills
- Strong planning and organizational skills.
- Relationship-building and communication abilities.
- High level of initiative and self-motivation.
- Product knowledge and industry awareness.
- Ability to work independently and meet deadlines.

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**Qualifications & Experience:**

- 3+ years of sales experience, preferably in Pet Industry or related industry.
  - Tertiary Qualification advantageous
  - Valid driver's license and willingness to travel.
  - Proficiency in Microsoft Excel, Outlook and CRM systems.
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