



Veterinary Diagnostics

Accurate answers. Expert guidance.

Job Title: Manager – Outside Sales & Business Development

Location: Commuting distance to Davis, CA pathology laboratory; Outside sales role with some time in the office.

Reports To: Laboratory Director

Position Overview: Located in Davis, CA, we are seeking a highly motivated and results-driven Head of Business Development & Sales to join our growing team at VDX, a leader in innovative veterinary pathology diagnostic solutions. The successful candidate will be responsible for driving sales growth, cultivating relationships with animal health professionals, and promoting our advanced diagnostic products and services. To achieve this, the individual needs to establish and nurture mutually beneficial relationships with veterinary clinics in and around our courier-served territory of Northern California as well as with clinics across the United States, educating them on the benefits of our personalized, responsive, and accurate pathology services. With a team of highly skilled anatomic and clinical pathologists on site, we are accessible to veterinarians and are always happy to provide guidance and treatment recommendations based on the results of their submitted samples. The ideal candidate will have experience in veterinary medicine or device sales and be excited to learn more about the intricacies of pathology and diagnostic testing. This is an excellent opportunity for individuals passionate about animals, diagnostics, and making a difference in the field of veterinary medicine. This is a newly created role within the organization, offering a unique opportunity to have a significant impact.

Key Responsibilities:

- **Sales and Business Development:** Actively generate new business opportunities, identify prospective clients, and develop relationships with animal health professionals and decision-makers within hospitals, clinics, and practice groups.
 - Meet sales objectives within the targeted geography (N. California – Sacramento/SF Bay area priority)
 - Seek to open new accounts across the US (general practices, internists/oncologists/surgeons)
 - Manage relationships with outside organizations such as CVMA, local VMAs, conference organizers, territory reps calling on similar markets, etc.
- **Product Knowledge:** Demonstrate a deep understanding of the company's veterinary pathology diagnostic solutions, including laboratory instruments, reagents, and software. Effectively communicate the benefits, features, and competitive advantages of our products to clients.
- **Consultative Selling:** Engage in consultative selling techniques, identifying customer needs and offering tailored solutions. Provide expert advice and support to customers on product selection, troubleshooting, and application to ensure successful use.
- **Sales Presentations & Negotiations:** Conduct compelling presentations and training to potential customers, both in-person and virtually. Negotiate pricing, terms, and contracts to close sales and achieve revenue targets.
- **Customer Relationship Management:** Build and maintain long-term relationships with existing and new clients. Follow up on leads, resolve customer issues, and ensure high levels of customer satisfaction.
- **Market Analysis & Reporting:** Monitor market trends, competitive activity, and customer needs to inform sales strategies. Prepare regular sales reports, forecasts, and territory plans for management.
- **Collaboration:** Work closely with the marketing, technical support, and customer service teams to ensure a seamless customer experience and successful implementation of diagnostic solutions.
- **Continuing Education:** Stay current with developments in the veterinary pathology diagnostic field, new product offerings, and industry best practices to maintain expertise.

Marketing Support:

- **Oversee Development and Distribution of Marketing Materials:** Display ads, conference and tradeshow materials development, presentations, and other customer-facing communications.
- **Coordinate with Outside Agency:** Collaborate and coordinate implementation of traditional and digital marketing tactics with the marketing agency to support visibility and the benefits of working with VDX.

Education:

- Bachelor's degree in life sciences, healthcare, business, or a related field.
- A background in biology, medical laboratory science, or similar disciplines is a plus.
- Veterinarian or credentialed veterinary technician ideal.

Experience:

- Minimum of 5 years in sales, with a proven track record in B2B sales, preferably in veterinary diagnostics, medical devices, laboratory equipment, or experience in pathology or healthcare sales is highly preferred.
- 3-5+ years of documented and successful consultative sales experience.
- Success in previous roles including creatively finding opportunities or solving problems to drive sales performance
- Solid experience with CRM systems and reporting features; experience selecting and setting up CRM a plus.

Skills:

- Exemplifies what it means to be a change agent, continuous learner, pushing self/others beyond status quo
- Strong interpersonal and communication skills with the ability to influence and persuade at all levels
- Uses analytics and insights to enhance decision-making and tactical execution
- Follow-through and attention to detail
- Ability to manage assigned expense budgets
- Highly focused and results-oriented, able to identify goals and priorities and resolve issues in initial stages
- Demonstrated ability to work independently and in a close team environment, initiative-taker
- Exhibit willingness to accept and incorporate feedback
- Proficient in CRM software (e.g., Salesforce), Microsoft Office Suite, and other sales tools
- Extremely organized and detail-oriented

Physical Requirements:

- Ability to travel (by car) regularly within the assigned territory to meet clients and attend industry events, conferences, and trade shows.
- Ability to stand for several hours at a time.

Compensation and Benefits:

- Base Pay Range: \$75,000 – \$90,000* with performance-based commissions and incentives.
**May vary based on experience and other factors.*
- Health insurance, retirement plan, and other employee benefits.
- Opportunities for professional development and training.
- Collaborative and dynamic work environment with a focus on innovation.

How to Apply:

Interested candidates are invited to submit their resume and a cover letter outlining their qualifications and experience. Please apply confidentially to hr@vdxpathology.com.

Founded in 2001, VDX [Veterinary Diagnostics](http://vdxpathology.com) was established to provide the highest level of diagnostic quality and reliability, with a focus on outstanding customer service. Our team of board-certified veterinary pathologists is trusted for its consistent delivery of accurate diagnoses and comprehensive reports. The success of [VDX](http://vdxpathology.com) has been built on our reputation, experience, and ability to provide a more personalized, accessible, and dependable service than other laboratories. We are independently owned and operated. Learn more at vdxpathology.com.

VDX is an equal opportunity employer and is committed to creating an inclusive work environment for all employees.