



**WHAT MAKES A GREAT ANIMAL HEALTH SALES REP?  
ARE THEY BORN, TRAINED OR JUST LUCKY?**

**Robert Jones, Senior Consultant**

You know the old joke, “How do you get to Carnegie Hall? Practice, Practice, Practice.” If you replaced “*Carnegie Hall*” with “*be a great animal health sales rep*”, would the answer still be “Practice, Practice, Practice”? Like great musicians, are great sales reps just born with the ability to sell? Or do they just get lucky by having wonderful customers that will buy anything from them?

Brakke Consulting and Senior Consultant Robert Jones will describe what it takes to be a great sales representative in the animal health industry. Using data from its own benchmarking studies unique to the animal health industry that gather veterinarians’ assessments of sales reps and companies, combined with data from scientifically validated assessment studies of individual sales representatives, Brakke is in a unique position to understand what a successful sales rep looks like in our industry.

Specifically, Bob will cover:

- What is it that veterinarians value in animal health and distribution companies and the sales people that represent them?
- What are the critical attributes in sales people that will predict sales success?
- What are the two most important skills needed for success?
- How do you find out if someone has the attributes that are important for sales success?

Animal Health companies today, whether they are billion-dollar businesses or small businesses fighting for share, need excellence in their sales people and sales teams. With real-world examples from around the world, Bob will share his insights and stories about driving for sale force excellence that he learned while leading teams and regions of major global animal health companies.

This one-hour presentation is an excellent and interesting topic for executive planning sessions, national or regional sales meetings, and various industry groups. The cost of the presentation is \$3,500, plus travel expenses.

For more information or to schedule a consultation, contact Robert Jones at +1-336-456-0583 or [bob@rwjcllc.com](mailto:bob@rwjcllc.com).