

## ROLE PROFILE

<b>Job Title</b>	<b>Sales Representative</b>
<b>Business Unit</b>	ODC BU - WG&S Korea
<b>Function/Region</b>	Commercial / Sales
<b>Location</b>	Daejeon, Korea
<b>Leader</b>	Sales Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>	
<p>To provide commercial support to the Korea sales team, by profitably maximising the distribution, promotional activity, and sales of the WG&amp;S portfolio in the respective channel. The role is responsible for the delivery of local strategy and budget performance, within agreed guidelines, to deliver sustainable growth and profitability for the Company.</p> <p>각 채널에서 WG&amp;S 포트폴리오의 유통, 판촉 활동 및 판매를 수익성 있게 최대화하여 한국 영업 팀에게 지원을 제공합니다. 이 역할은 회사의 지속 가능한 성장과 수익성을 제공하기 위해 합의된 지침 내에서 지역 전략 및 예산 성과를 제공하는 책임이 있습니다.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Deliver profit targets for the respective channel in the designated area by effectively executing pricing, promotional and distribution strategies. Effectively execute consumer and channel promotion activities to develop brand awareness and recognition. 가격 책정, 판촉 및 유통 전략을 효과적으로 실행하여 지정된 지역의 채널 별 수익 목표를 달성합니다. 브랜드 인지도를 발전시키기 위해 소비자 및 채널 프로모션 활동을 효과적으로 실행합니다.</li> <li>• Deliver distribution, activation and sales targets through sound planning, trade execution, negotiation and influencing of customers, in alignment with brand strategies and leveraging on business systems and processes. 브랜드 전략, 비즈니스 시스템 및 프로세스를 활용하여 기획, 거래 실행, 협상 및 고객 설득을 통해 유통, 활성화 및 판매 목표를 달성합니다.</li> <li>• Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction. 영업 성과와 고객 만족도를 개선할 기회를 식별하고 활용하기 위해 고객 기반 전반에 걸쳐 영향력 있는 관계를 구축하고 유지합니다.</li> <li>• Manages a set call cycle effectively to maximise productivity. This call cycle will cover key customers across their area of responsibility, recorded and maintained via the company's CRM system. 설정된 방문 주기를 효과적으로 관리하여 생산성을 극대화합니다. 이 주기는 담당 구역의 주요 고객을 대상으로 하며, 회사의 CRM 시스템을 통해 기록 및 유지됩니다.</li> <li>• Provide timely market analysis and feedback to the Leader to support creation of Market Overviews as part of the commercial planning process; provide supporting information for business reviews including brand presentations, market performance data and overview financial information with Internal Stakeholders and Finance. This includes pricing information and competition activity data. 상업 계획 프로세스의 일부로 시장 개요 리포트 작성을 지원하기 위해 리더에게 시기 적절한 시장 분석 및 피드백을 제공합니다. 내부 이해 관계자 및 재무팀과 함께 브랜드 프레젠테이션, 시장 성과 데이터 및 전반적인 재무 정보를 포함한 비즈니스 검토를 위한 지원 정보를 제공합니다. 여기에는 가격 정보 및 경쟁 활동 데이터가 포함됩니다.</li> </ul>	

## Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies:

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

### Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical, and orderly way
- Consistently achieves project goals

### Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others, and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

### Learning and Researching

- Rapidly learns new tasks and commits information to memory quickly
- Demonstrates a rapid understanding of newly presented information
- Gathers comprehensive information to support decision making
- Encourages an organisational learning approach (i.e., learns from successes and failures and seeks staff and customer feedback).
- Manages knowledge (collects, classifies, and disseminates knowledge of use to the organisation)

### Coping with Pressures and Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations Handles criticism well and learns from it
- Balances the demands of a work life and a personal life. Maintains a positive outlook at work.
- Handles criticism well and learns from it.

### Achieving Personal Work Goals and Objectives

- Accepts and tackles demanding goals with enthusiasm
- Works hard and puts in longer hours when it is necessary
- Seeks progression to roles of increased responsibility and influence
- Identifies own development needs and makes use of developmental or training opportunities.

**Skills and Qualifications:**

Essential:

- 3-8 years proven track record within a sales capacity  
3~8 년 세일즈 경력
- Strong negotiation and communication skills  
협상 및 커뮤니케이션 기술
- Advanced influencing skills and distributor management capabilities  
영향력 기술 및 유통업체 관리 능력
- Advanced computer literacy (Excel, Word, PowerPoint)  
컴퓨터 활용 능력 (MS 오피스-엑셀, 워드, 파워포인트)

Desirable:

- Solid skills in strategic thinking, relationship building, and customer service  
전략적 사고, 관계 구축 및 고객 서비스 능력
- Strong good numeric ability and able to identify insights from data  
우수한 수치 능력 및 데이터 기반의 통찰력

Created by:	
Date:	
HRBP:	
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