



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Regional Sales Executive
Business Unit / Group Function	ODC – WG&S India
BU Team / Sub-Function	Commercial/Sales
Location	Hyderabad
Team Leader Role	Regional Sales Manager – South
Role Level	5
Team Members	N/A
Role Purpose Manage selected On Trade customers to drive the William Grant & Sons portfolio in order to gain new listings, improve business, activate WG&SI portfolio, and improve positioning and On-Premises display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers.	
Accountabilities <ul style="list-style-type: none">• Deliver budgeted sales for the territory within spend perimeters.• Drive new listings, improve visibility & display positioning of the WG&S portfolio in the On-Premises channel in line with set targets• Execute brand standards within On-Premises to achieve recommended product price points• Effectively negotiate activations and consumer events and promotions and On-Premises displays to increase sales and visibility of WG&S brands• Manage trade spend and operating costs in line with budget.• Provide bespoke opportunities/proposals to drive new opportunities on-trade.• Responsible for analysis and activations of trade promotions, whilst sharing information across the business	
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