## ROLE PROFILE

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| **Role Title** | **Regional Sales Executive ODC India** |
| **Internal Reference** | ODC-0082 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Home based |
| **Team Leader Role** | Regional Sales Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **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**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 |
| **Created by:** | Prashant David |
| **Creation Date:** | 24/02/2022 |
| **HRBP:** | N/A |
| **Date of last revision:** | 05/05/2023 |