## ROLE PROFILE

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| **Role Title** | **Sales Operation Executive** |
| **Internal Reference** | ODC-0458 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial/Sales |
| **Location** | Taipei |
| **Team Leader Role** | Sales Capability & Operations Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **Role Purpose**  This role supports the Sales Capability & Operations Manager to execute commercial development programs and measure success. This role will implement solutions to specific sales force effectiveness challenges across a range of critical areas, such as customer segmentation, sales resource optimisation and sales process, and ensure accurate & up-to-date sales systems, data and reporting. | |
| **Accountabilities**  • Support the implementation of the RTC market maturity assessment (MMA) action plan to drive improvement of overall MMA Score.  • Support the execution of the sales capability program for the local market, including localizing of global training materials, delivering local resources for training, and implementing a solid capability improvement plan with clear milestones. • Track metrics for measurement and evaluation methods to assess the progress made by the teams after completing the capability program. • Track, consolidate and process wholesaler orders and customer contract support requests, to ensure compliance and deliver accurate orders and reporting  • Track, consolidate and measure sales data, including wholesaler depletions, delivering accurate reports and dashboards. In partnership with the Sales Capability & Operations Manager, outline actions to be provided to Sales leaders to actively engage market challenges and drive revenue growth. • Working closely with commercial leaders, ensure data is accurately captured in the organisation’s CRM and Sales Force Automation (SFA) in an integrated, robust, timely and cost-effective manner, in order to accurately capture and reflect data to deliver value to the sales team in a scalable and flexible fashion. • Support the day-to-day operations of CRM and SFA systems, ensuring fit-for-use and implement updates to drive continuous improvement.  • Track commercial target data, including demand & sales forecast, to support optimisation of RTC through effective use of commercial data gathered through existing and future commercial systems (e.g. Journey planning optimisation; sales lead generation etc.) and identify risks & opportunities | |
| **Created by:** | Ting-Ting Hsu |
| **Creation Date:** | 12/12/2023 |
| **HRBP:** | Shayne Goh |
| **Date of last revision:** | 14/01/2024 |