

## ROLE PROFILE

<b>Job Title</b>	<b>Sales Capability and Operations Manager</b>
<b>Business Unit</b>	<b>ODC BU – WG&amp;S China</b>
<b>Function/Region</b>	<b>China</b>
<b>Location</b>	<b>Shanghai</b>
<b>Leader</b>	<b>Head of Sales China</b>
<b>People Leadership</b>	<b>Yes</b>
<b>Job Level</b>	<b>4A</b>
<b>Role Purpose</b>  <p>Identify the capability gap of local sales force from the global standards, work out a solid improvement plan, localize and adapt all resources and materials, execute the development programs to fix the gap and consistently measures it.</p> <p>Ultimately, this role will develop potential solutions to specific sales force effectiveness challenges across a range of critical areas, such as customer segmentation, sales resource optimisation and sales process, whilst contributing to talent capability, development, and motivation.</p>	
<b>Accountabilities</b>  <ul style="list-style-type: none"> <li>• Own the sales capability program development for China sales team. Review existing capability in order to develop a 3-year plan and implement a solid capability improvement plan with clear milestones. Set up goals for next 3 years and work out a solid capability improvement plan.</li> <li>• Sales capability program execution: localize global training materials, utilize local resources, and deliver the program to meet the global standards step by step.</li> <li>• Implement effective measurement and evaluation methods and metrics to assess the progress made by the teams after completing the capability program.</li> <li>• Analytics and business insight: establish efficient processes and accurate reports and dashboards to enable Sales leaders to actively engage market challenges and drive revenue growth.</li> <li>• Platforms and Systems: Sales organisation's CRM and other platforms or applications must be integrated, robust, and cost effective. The goal is for these assets to deliver value to the Sales team in a scalable and flexible fashion.</li> <li>• Data management: Sales Capability and Operations Manager will help Sales leaders to select which data to explore and assess. Will ensure data is clean, accurate, and complete before being rolled-up into reports.</li> <li>• A&amp;P and Cash efficiency / effectiveness: identify proven growth drivers and allocate sufficient resources into the right growth drivers through practical measurement and evaluation processes. Robust controls and processes of promotion and discounts to be put into place by the Sales Operations Manager to minimize any possibility of embezzlement and errors by internal teams or the trade.</li> <li>• Pricing and contracting support given the pace of business, it's imperative that this role enable the Sales team with high-quality proposals that can be turned around quickly and efficiently. Contracts must be positioned competitively; however, they must also fulfil Company and customer objectives and establish mutual value.</li> <li>• Demand and sales forecast: Cascade top-down sales and profit targets to each region by SKU. Build bottom-up monthly sales and profit targets by SKU by region. Track progress on a regular basis to identify risks and opportunities.</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:

### Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative and acts with confidence
- Initiates and generates activity

### Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade 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.

### Applying Expertise & Technology

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness, and dexterity
- Demonstrates an understanding of different organisational departments and functions

### Coping with Pressures & Setbacks

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

## **Skills and Qualifications:**

### Essential:

- Experience in sales capability improvement programs.
- Evidence of commercial or sales management experience.
- Business Analytics. Experience in identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions
- Long term thinking. Demonstrate ability in establishing and committing to a long-term course of action to accomplish a future goal or vision after analysing factual information and assumptions, taking into consideration resources, constraints, and organizational values.
- Compelling communication skills. Clearly and succinctly conveying information and ideas to individuals and groups in a variety of situations; communicating in a focused and compelling way that drives other thoughts and actions.
- Continuous improvement. Initiating action to improve existing processes on a daily basis; identifying improvement opportunities, generating ideas and implementing solutions.
- Contribute to developing talent, specifically by creating a continuous learning culture that ensures our people and teams realise their highest potential.

### Desirable:

- Graduate Degree
- Fluent in Spoken and written English
- A positive, can-do attitude
- The ability to demonstrate tact and extreme discretion in the access to/ handling of very confidential and sensitive information.
- Team oriented
- A sense of calm even in high-pressure situations.

Created by:	Ting Ting Hsu
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