

ROLE PROFILE

Job Title	Regional Sales Executive – Off Trade
Business Unit	ODC
Function/Region	Sales
Location	Delhi, India
Leader	Mukesh Pruthi
People Leadership	N/A
Job Level	5
Role Purpose	
Manage selected Off trade customers to drive the William Grant & Sons portfolio in order to improve market share for William Grants & Sons.	
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 Off-Premise channel in line with set targets• Execute brand standards within Off-Premise to achieve recommended product price points• Effectively negotiate activations and consumer events and promotions and Off-Premise 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	

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:

- 5-7 years proven track record within Off trade sales capacity, ideally within Liquor
- Strong negotiation and communication skills
- IT Skills (Excel/PowerPoint/Word)
- Strong relationship building skills

Created by:	Prashant David
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