

ROLE PROFILE - INTERNAL

Job Title	Regional Sales Ops Manager- North
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial/Sales
Location	Gurgaon
Team Leader	Regional Sales Manager- North
Team Members	NA
Job Level	4B
<p>Role Purpose</p> <p>To ensure the strategic and operational coherence of Sales Operations by owning governance creation (standardize and run the weekly/monthly performance operating rhythm (WBR/MBR), aligning with commercial leadership, and coordinating local resource deployment. The role is responsible for enabling sales effectiveness through strategic planning, system optimisation, data-led insights, and capability development by ensuring one source of truth for outlet universe, targets, and execution KPI. This role ensures seamless alignment of tools, territory design, performance processes, and sales planning in line with global frameworks and local market dynamics.</p>	
<p>Accountabilities</p> <p>1. Outlet Universe Data & Systems Management</p> <ul style="list-style-type: none"> • Maintain a state-wide compliance checklist impacting RTM execution (license type, dry days, permitted promotions, pricing/MRP rules, billing documentation expectations). Work with distributors to ensure audit-ready documentation. <p>Identify behavioural trends and SFA tool usage gaps/risks by reviewing and analysing the gap Sales Ops reports. Integrate geographic and socioeconomic data to continuously enrich outlet & customer database/intelligence. Diagnose recurring issues in SFA platform and work with cross-functional teams to propose systemic fixes. Implement & Update outlet segmentation & classification aligned with global standards. Review Insights from SFA reports, Power BI dashboards, cash-up reports and work with field sales managers/ sales reps to align & monitor actionable performance objectives.</p> <p>2. Coverage & Callage Management</p> <ul style="list-style-type: none"> • Set monthly journey plan expectations; factor in travel, training, and off-trade days- and optimize daily route plans using journey planner inputs, clustering logic, and traffic pattern analysis • Lead a weekly Operating Rhythm with respective market stakeholders and review/ call to action basis an aligned business performance metrics (depletions, stock cover, fill rate, claims/returns, overdue, scheme hygiene) and drive closure. • Conduct market audits to continuously test and refresh relevant outlet universe per geography and brand fit. • Allocate territories using planning tools; simulate capacity and continue optimising coverage basis market level activation calendar, priorities and maximizing impact & efficiency of capacity available. • Define annual callage targets and visit frequency rules basis Numeric & Weighted coverage expansion and outlet classification. <p>3. Performance Management & Improvement</p> <ul style="list-style-type: none"> • Implement the global Gap Closure Cycle (IBOR) and localize basis market needs; embed within relevant forums. • Set and track new store acquisition and prospecting as distinct performance metrics-Outlet segmentation / prioritization logic (A/B/C/D, potential scoring) and refresh cadence; Campaign/activation effectiveness using business metrics (post campaign lift vs baseline, brand deliverables achieved, repeat orders and range increase through new listings);Exception flags: under-callage, low conversion beats, exceptional/ one-time discounting/credit notes, unusual peaks/ troughs in depletion trends and analysing root cause to clearly define action plans for mitigation where required. • Lead structured performance reviews and align incentive structures to key KPIs- provide KPI logic and governance inputs to incentive design; ensure KPI measurement integrity and reporting <p>4. Sales Enablement & Capability Development</p> <ul style="list-style-type: none"> • Design and deploy call plan templates and planning tools. 	

- On the Job frontline Induction and Training co-owned with Commercial Capability lead and Line manager across FTEs and 3P manpower
- Embed MES principles and standardise key sales processes (e.g., activations, order-taking, opportunity management).

5. Business & Financial Alignment

- Align local operations with brand guidelines & priorities and annual activation calendar
- Ensure annual plans reflect *Market Maturity Assessment* areas' improvement Plan and RTC Priorities..

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