



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Sales Ops Analyst</b>
<b>Business Unit / Group Function</b>	RTC & Commercial
<b>BU Team / Sub-Function</b>	
<b>Location</b>	Gurgaon
<b>Team Leader</b>	National Sales Ops Manager
<b>Team Members</b>	NA
<b>Job Level</b>	5
<p><b>Role Purpose:</b> Owns all CRM-related analytics for their designated market. Accountable to drive insight generation and performance planning through analytics and reporting and ability to adapt to lower automation and higher complexity environments. Support frontline sales teams by enabling data-driven decision-making, optimizing territory and coverage planning, and driving performance improvement through robust sales analytics, planning tools, and reporting. This role ensures integrity of key sales systems and tools and plays a pivotal part in translating data into actionable insights for executional excellence.</p>	
<p><b>Accountabilities</b></p> <p><b>1. Outlet Universe Data &amp; Systems Management- Master Data Management for Outlets/ Customers ensuring accuracy of customer records' attributes improved e.g., duplication reduction, accurate contact &amp; address, geo-tag completion)</b></p> <ul style="list-style-type: none"> <li>• Audit and validate outlet master data to ensure structural integrity and accuracy.</li> <li>• Enrich outlet database with geo-demographic, social, and economic attributes</li> <li>• Leverage tools (e.g., Power BI, SFA reports, cash-up models) to identify performance gaps and ensure data-driven insights.</li> </ul> <p><b>2. Coverage &amp; Callage Management- Territory/callage plan refresh cycles executed on time</b></p> <ul style="list-style-type: none"> <li>• Use journey planning tools to align monthly call plans with available working days, training, and other activities.</li> <li>• Support territory allocation using geo-mapping, outlet count, travel time, and sales volume to ensure balanced rep workloads.</li> <li>• Regularly assess time spent in customer calling &amp; market activations vs. admin to maximize selling efficiency.</li> <li>• Quarterly analyse for efficiency improvement (Capacity Utilization) and propose changes for ensuring ideal coverage and callage based on evolving business priorities (in response to seasonality, market shifts, and brand-led initiatives) and capacity simulations.</li> <li>• Identify productivity drivers and coverage gaps across territories – get to the root cause and suggest gap closure mitigation plan to respective frontline managers &amp; sales reps. • Continuously update and use capacity planners to evaluate the impact of sales drivers, vacancies, and new initiatives</li> </ul> <p><b>3. Performance Management &amp; Improvement-</b></p> <ul style="list-style-type: none"> <li>• Define and monitor new store acquisition targets and integrate prospecting as a measurable performance metric.</li> <li>• Set and track phased KPIs such as Callage, Coverage, MES, Distribution, and Activations for each rep.</li> <li>• Identify performance gaps and work with stakeholders to propose targeted interventions and improvement strategies-</li> </ul> <p><b>4. Business &amp; Financial Acumen</b></p> <ul style="list-style-type: none"> <li>• Consistently apply analytical tools (e.g., cash-up models, capacity planners) to identify commercial opportunities in a standardized and scalable manner.</li> </ul> <p>Assist in campaign performance review using defined metrics</p> <p><b>Key Skills &amp; Competencies</b></p> <ul style="list-style-type: none"> <li>• Strong analytical skills with hands-on experience in Excel, Power BI, and CRM/SFA systems.-Challenges data anomalies; asks the right questions before building dashboards.</li> </ul>	



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- Attention to detail in data management and reporting. - Manages stakeholders calmly; closes loops; documents assumptions
- Ability to translate data into clear, actionable insights - Can explain the 'so what' in plain language; proposes actions, not just charts.
- Understanding of sales processes and frontline realities.
- Strong communication and cross-functional collaboration skills.

**Person Specification:**

- Education: Bachelor's in Engg/Stats/Economics/Math/Commerce/Analytics (or equivalent)
- Experience: 0–5 years (or relevant internships)
- Tools & Systems Exposure -Excel (advanced), Power BI, CRM/SFA (name), mapping (name), distributor sales data sources, master data repository
- Field Sales Frontline Experience

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