|  |  |
| --- | --- |
| **Role Title** | **State Head** |
| **Business Unit / Group Function** | ODC BU – WG&S India |
| **BU Team / Sub-Function** | Commercial |
| **Location** | India |
| **Team Leader Role** | Regional Sales Manager |
| **Team Members** | Yes |
| **Role Level** | 4B |
| **Role Purpose**  Lead and manage the commercial business for respective State(s), RTC including Distributor/wholesaler and corporation network, Independent off trade groups and key on trade customers such that WG&S brands listings, distribution and sales are protected and grown in line with the WG&SI growth strategy. | |
| **Accountabilities**   * To achieve monthly, quarterly, and yearly targets as per given by the Company * Responsible for collection of payments from Distributor well in time as per guidelines * Increase of WOD in designated area * Manage performance of own and distributor teams including direct sales force of FTEs * Responsible for sales and collection from Wholesale Corporation/ Retailers in respective State(s). * Represents regional Key customers within the central Customer Marketing / Key Account/ Brand teams to ensure necessary levels of focus * Identify new business opportunities across the States/Channels including the development of new brands/pack sizes as appropriate. * Represent WG&S India within the Area/Channel at meetings, events and functions as directed from time to time. * Execute brand standards within On-Premise to achieve recommended product price points * Effectively negotiate activations and consumer events/promotions in Key On-Premise/ Off Premise at point-of-sale to increase sales and visibility of WG&S brands * Manage trade spend and operating costs in line with budget. * Build strong relationships with key customers in accounts to enhance long term business opportunities | |
| **Values** | |
| **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:**   * A minimum of 8 -10 years India sales experience with some within the Spirits market or a related category. * Regional Sales Management experience and track record of delivering growth plans. * Experience/ability of managing a front line sales team * Senior level negotiation skills with multiple Distributors * IT skills (Excel/Word/PowerPoint) * Strong commercial acumen including P&L * Good presentation skills written and verbal | |