|  |  |
| --- | --- |
| **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
 |