



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Regional Sales Executive ODC India
Internal Reference	ODC-0082
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Field based
Team Leader Role	Regional Sales Manager
Role Level	5
Team Members	No
Role Purpose Manage selected On Trade & Off Trade customers to drive the William Grant & Sons portfolio in order to gain new listings, improve business, activate WG&SI portfolio, and improve positioning and On-Premises display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers.	
Accountabilities Deliver budgeted sales for the territory within spend perimeters. Drive new listings, improve visibility & display positioning of the WG&S portfolio in the On-Premises & Off Trade channel in line with set targets Execute brand standards within On-Premises & Off Trade to achieve recommended product price points Effectively negotiate activations and consumer events and promotions and On-Premises & Off Trade 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	
Created by:	Prashant David
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