

ROLE PROFILE

Job Title	Sales Capability and Operations Manager
Business Unit	ODC BU – WG&S Taiwan
Function/Region	Commercial / Sales
Location	Taiwan
Leader	Head of Sales
People Leadership	Yes
Job Level	4A
Role Purpose Identify the capability gap of local sales force from the global standards, work out a solid improvement plan, localize and adapt all resources and materials, execute the development programs to fix the gap and consistently measures it. Ultimately, this role will develop potential solutions to specific sales force effectiveness challenges across a range of critical areas, such as customer segmentation, sales resource optimization and sales process, whilst contributing to talent capability, development, and motivation.	
Accountabilities <ul style="list-style-type: none"> • Drive and implement action plan which is developed from the RTC market maturity assessment (MMA) and improve overall MMA Score. • Develop and deliver the sales capability program for the local market, including reviewing existing capability in order to develop a 3-year plan including clear goals, localize global training materials and utilize local resources for training, and implementing a solid capability improvement plan with clear milestones. • Implement effective measurement and evaluation methods and metrics to assess the progress made by the teams after completing the capability program. • Establish efficient processes and accurate reports and dashboards, analyzing sales data and translating insight into action to enable Sales leaders to actively engage market challenges and drive revenue growth. • Manage and deliver the organization's CRM and Sales Force Automation (SFA) in an integrated, robust and cost-effective manner, in order to accurately capture and reflect data to deliver value to the sales team in a scalable and flexible fashion. • Build and embed market analytics capability to support optimization of RTC through effective use of commercial data gathered through existing and future commercial systems (e.g. Journey planning optimization; sales lead generation etc.) • Working closely with commercial leaders, ensure data is clean, accurate, and complete before being rolled-up into reports, and deliver analysis of data to allow commercial leaders to assess, identify and explore opportunities for further growth. • Identify proven growth drivers and allocate sufficient resources into the right growth drivers through practical measurement and evaluation processes for A&P and cash efficiency management. Ensure robust controls and processes of promotion and discounts are be put into place to minimize any possibility of embezzlement and errors by internal teams or the trade. • Ensure pricing and contracting support is provided in a timely and efficient manner; drive competitive positioning of contracts that also fulfil company and customer objectives, establishing mutual value • Demand and sales forecast: Cascade top-down sales and profit targets to each region by SKU. Build bottom-up monthly sales and profit targets by SKU by region. Track progress on a regular basis to identify risks and opportunities. 	

Values



BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products

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 behavior
- 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 organizational departments and functions

Coping with Pressures & Setbacks

- Works productively in a pressurized 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:

- Experience in sales capability improvement programs.
- Evidence of commercial or sales management experience.
- Business Analytics. Experience in identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions
- Long term thinking. Demonstrate ability in establishing and committing to a long-term course of action to accomplish a future goal or vision after analyzing information and assumptions, taking into consideration resources, constraints, and organizational values.
- Compelling communication skills. Clearly and succinctly conveying information and ideas to individuals and groups in a variety of situations; communicating in a focused and compelling way that drives other thoughts and actions.
- Continuous improvement. Initiating action to improve existing processes on a daily basis, identifying improvement opportunities, generating ideas and implementing solutions.
- Contribute to developing talent, specifically by creating a continuous learning culture that ensures our people and teams realize their highest potential.

Desirable:

- Graduate Degree
- Fluent in business English as well as Mandarin
- A positive, can-do attitude
- The ability to demonstrate tact and extreme discretion in the access to/ handling of very confidential and sensitive information.
- Team oriented
- A sense of calm even in high-pressure situations.

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