



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	State Head
Internal Reference	ODC-0301
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Field based
Team Leader Role	Regional Sales Manager
Role Level	4B
Team Members	Yes
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 <ul style="list-style-type: none">• 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	