

Job Title	National Accounts Manager – On Premise
Business Unit	ODC BU
Function/Region	Commercial Sales
Location	Home-based
Leader	Director – National Accounts On Premise
People Leadership	No
Job Level	4A
Role Purpose Develops and implements National Account strategies in order to achieve predetermined brand, volume, KPI objectives. Establishes strong relationships with account decision makers in order to maximize WG&S business and brand presence in the on-premise chain and works closely with WG&S Sales team to ensure flawless execution of chain programs through distributor/broker organization.	
Accountabilities <ul style="list-style-type: none"> Establishing all WG&S activity in assigned National Accounts, including volume planning, spending initiatives, and KPI objectives. Developing customized on premise channel strategies and programs, as required, in order to advantage WG&S portfolio. Securing account commitment to WG&S goals and initiatives. Effectively communicating all National Account programs to WG&S Sales, Marketing teams and to distributor/broker management in order to ensure exceptional execution of approved programs. Monitors all market performance and program results through retail account data, in-market surveys, and distributor compliance reporting in order to ensure WG&S volume targets and sell-through objectives (distribution, drink features, signature drink, scotch lists, merchandising, promotion, back bar placements, etc) in the assigned accounts are achieved. Monitors all market spending to ensure that monies are effectively spent, maximizing value creation. Manages Promotion budgets appropriately in order to best position WG&S for annual budget achievement and long-term development of WG&S brands. Conducts ROI analysis on all major programs executed within assigned accounts and makes appropriate recommendations. Reports on market results, as well as changing market activity on a routine basis. Providing recommendations, if required, on market actions needed in order to ensure WG&S plan achievement in the National Account channel. Providing appropriate guidance, counsel to WG&S Sales team in order to improve WG&S capabilities/performance in On-premise channel. Assisting local Sales teams in the development of WG&S business in targeted Regional On-premise Accounts, drawing on National Accounts best practice. Ensuring programming executed in assigned accounts conforms to brand standards/strategies. 	
Skills and Qualifications: <u>Essential:</u> <ul style="list-style-type: none"> A strong background in the On-premise selling is required, with the number of years' experience dependent on the complexity of the National Accounts customers. A strong background in National Account customer management and the development of customized programming is also highly valued. Exceptional skills in strategic thinking, relationship building, and negotiation. Excellent verbal, written, and listening communication skills. Advanced problem solving and analytical skills are also required in order to achieve channel business plan. Strong personal drive; advanced influencing skills; advanced distributor management capabilities; exceptional team-building capabilities. Expressing confidentiality in dealing with trade. <u>Desirable:</u> <ul style="list-style-type: none"> Bachelor's Degree is strongly preferred; Master's Degree in Business Advanced influencing skills and customer service skills a plus. 	