



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Sales Executive
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial / Sales
Location	Taiwan
Team Leader	Assistant Sales Manager
Team Members	N/A
Job Level	5
Role Purpose	
<p>To provide commercial support to the Taiwan commercial team, by profitably maximising the distribution, promotional activity and sales of the WG&S portfolio in the respective channel. The role is responsible for the delivery of local strategy and budget performance, within agreed guidelines, to deliver sustainable growth and profitability for the Company.</p>	
Accountabilities	
<ul style="list-style-type: none">• Effectively execute consumer and liquor store channel promotion activities to develop brand awareness and recognition.• Deliver distribution, activation and sales targets through sound planning, trade execution, negotiation and influencing of customers, in alignment with brand strategies and leveraging on business systems and processes.• Identify potential business opportunities to increase the distribution and coverage of liquor store channel within the assigned district.• Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction.• Manages a set call cycle effectively to maximise productivity. This call cycle will cover key customers across their area of responsibility, recorded and maintained via the company's CRM system.• Collect and provide feedback on market information, particularly pricing information and competition activities in order to develop relevant action plans.	
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