



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Sales Executive
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial / Sales
Location	Taipei
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 on trade channel promotion activities to develop brand awareness and recognition. 有效執行消費者, KOL及夜間通路活動以發展提高品牌知名度與辨識度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. 符合公司系統流程與品牌策略 · 以有計畫性的通路活動執行, 談判與客戶管理技巧確實達成鋪貨 · 活動執行及業績目標Identify potential business opportunities to increase the distribution and coverage of Liquor Store channel within the assigned district. 開發潛在商業機會以提高負責區域內的菸酒專通路產品分布與銷售迴轉Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction. 建立維護所負責客戶關係與客情以增進銷售表現與客戶滿意度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. 以公司客戶管理與出勤系統管理客戶資料並有效安排拜訪行程Collect and provide feedback on market information, particularly pricing information and competition activities in order to develop relevant action plans. 收集並提供市場資訊 · 發展相關的行動計劃增進公司品牌表現	
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