



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Area Sales Manager
Business Unit / Group Function	ODC BU - WG&S India
BU Team / Sub-Function	Commercial / Sales
Location	India
Team Leader Role	Regional Sales Manager
Role Level	5
Team Members	N/A
Role Purpose The role is responsible to generate lead, negotiate contracts and achieve sales targets within the assigned off trade channel.	
Accountabilities <ul style="list-style-type: none">• Implement sales strategies and formulate business plan for all customers to deliver on Budgeted Sales for the territory• Ensure execution of Annual Marketing/Promotion Calendar, Achievement of Product Width of Distribution, to create Brand Visibility• Establishing strong business relationship with Trade Partners, to ensure ideal positioning and sales of our brands through Quality, Distribution and Visibility• Assure timely disposition of the claims based on the provided budgets and policy provisions• Meeting Stock Norm at Warehouse /Depot level, depletion, and Market Share objectives for all brands in the appointed area• Partner with Customer Marketing team to customize & carry out planned promotions & visibility to build up brand presence / image	
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