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| **Role Title** | Regional Sales Executive |
| **Business Unit / Group Function** | ODC – WG&S India |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Home based |
| **Team Leader Role** | State Head – Greater Punjab & Chandigarh |
| **Team Members** | No |
| **Role Level** | 5 |
| **Role Purpose** Manage selected Off trade and ON Trade customers to drive William Grant & Sons portfolio in order to gain new listings, improve business, activate WG&S portfolio, and improve positioning and point of sale display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers.  |
| **Accountabilities*** Deliver budgeted sales for the territory within spend perimeters.
* Drive new listings, improve visibility & display positioning of the WG&S portfolio in Off and On-Premises channel in line with set targets
* Execute brand standards within On-Premises & Off Premise to achieve recommended product price points
* Effectively negotiate activations and consumer events and promotions and point of sale/ consumption displays to increase sales and visibility of WG&S brands
* Manage trade spend and operating costs in line with budget.
* Provide bespoke opportunities/proposals to drive new opportunities top on-trade platinum accounts.
* Responsible for analysis and activations of trade promotions, whilst sharing information across the business

**Values** |

**Core Competencies:**

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| **Relating and Networking*** Establishes good relationships with customers and distributor sales team
* Builds wide and effective networks of contacts inside and outside the organisation
* Relates well to people at all levels
* Manages conflict
* Uses humour appropriately to enhance relationships with others
 | **Following Instructions and Procedures*** Appropriately follows instructions from others without unnecessarily challenging authority
* Follows procedures and policies
* Keeps to schedules
* Arrives punctually for work and meetings
* Demonstrates commitment to the organisation
* Complies with legal obligations and safety requirements of the role
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| **Persuading & Influencing*** Makes a strong personal impression on others
* Gains clear agreement and commitment from others by persuading, convincing and negotiating
* Promotes ideas on behalf of self or others
* Makes effective use of political processes to influence and persuade others
 | **Delivering Results & Meeting Customer Expectations*** Focuses on customer needs and satisfaction
* Sets high standards for quality and quantity
* Monitors and maintains quality and productivity
* Works in a systematic, methodical and orderly way
* Consistently achieves project goals.
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| **Planning and Organising*** Sets clearly defined objectives
* Plans activities and projects well in advance and takes account of possible changing circumstances
* Manages time effectively
* Identifies and organises resources needed to accomplish tasks
* Monitors performance against deadlines and milestones
 | **Achieving Personal Work Goals and Objectives*** Accepts and tackles demanding goals with enthusiasm
* Works hard and puts in longer hours when it is necessary
* Identifies development strategies needed to achieve career goals and makes use of developmental or training opportunities
* Seeks progression to roles of increased responsibility and influence
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**Skills and Qualifications:**

Essential:

* 5-7 years proven track record within On trade sales capacity, ideally within Liquor
* Strong negotiation and communication skills
* IT Skills (excel/powerpoint/word)
* Numerate
* Above average presentation skills written and verbal
* Strong relationship building skills

Desirable:

* Confident and motivated
* Resilient and reliable
* Organised – a planner as well as an implementer