



Job Title	Head of Sales - OFF Trade								
Rental	SAINT-OUEN								
Business unit	ODC FRANCE								
function	COMMERCIAL								
Leader	COMMERCIAL DIRECTOR ON & OFF TRADE								
People-Leadership	YES								
Role Purpose: <ul style="list-style-type: none">• Lead of commercial negotiations & plans for all national customers OFF Trade and e-commerce including potential international accounts negotiations• Contribute to defining the strategic and operational axes to optimize sales and value generation in line with company strategic directions on products/portfolio.• Develop and manage the commercial policy and the T&Cs of its scope in collaboration with the Commercial Director and the other departments concerned and insure operational implementation with customers, respecting Group pricing guidance and leveraging maximum value creation on a NSV value and promotional costs.• Lead, develop and manage the OFF-Trade team Field Sales force designed in alignment with Commercial Director and Company plans.• Optimize performances of in store execution and costs of organization, as well as ROI in line with RTC targets assigned.• Define, in collaboration with the Commercial Director, the action plans necessary for the year to achieve the assigned objectives.• Ensure the application of commercial agreements by the teams and maximize results of negotiations and execution of teams in compliance!• Manage KPI's Management of brands' delegated budgets.• Report on progress, recommend plans and execute assigned plans and represent the Company within Group compliance rules and local Trade law									
Responsibilities <ul style="list-style-type: none">⇒ Contribute to construction and implementation of the commercial policy deployment on the perimeter of National OFF Trade and e commerce customers.⇒ Carry out and coordinate the negotiations and guarantee the execution of trade agreements in accordance with the resources allocated and detailed objectives.⇒ Define the strategic and operational axes to optimize the volumes, the Net sales, the profitability of WG&S.⇒ Manage the team, budgets and organization designed in alignment with the Commercial Director to deliver on targets of Budget and recommend necessary adjustments plans.									
<table><tr><th>KPIs</th><th>Description</th></tr><tr><td>1. SALES FIGURES</td><td>Ensure the achievement of the OFF Trade annual objectives as well as collective targets in line with annual Budget plan of WGS France Deliver on targets for field sales force coverage, callage ,MES.</td></tr><tr><td>2. NEGOTIATION</td><td>- Monitor and control customers 'discounts and promotional investments (NIP) across all national customers in compliance with the Budget agreed – secure best execution of targetted price increases and respect of floor prices policy - Carry out the negotiations within the allocated budgets, with the appropriate reporting for the entire portfolio - Actively contribute to the resolution of disputes and penalties in collaboration with supply chain finance, with customers</td></tr><tr><td>3. SKILLS</td><td>- excellent negotiations and communication skills - data based decision making, accuracy and rigor on financials - Ability to take a step back, and manage ambiguity in particular with external parties in case of conflicts - is recommending and bringing solutions to collective targets - manage pressure, conflicts, communication to lead by example - Manage, support on a daily basis and develop team members capabilities, generate motivation and engagement</td></tr></table>		KPIs	Description	1. SALES FIGURES	Ensure the achievement of the OFF Trade annual objectives as well as collective targets in line with annual Budget plan of WGS France Deliver on targets for field sales force coverage, callage ,MES.	2. NEGOTIATION	- Monitor and control customers 'discounts and promotional investments (NIP) across all national customers in compliance with the Budget agreed – secure best execution of targetted price increases and respect of floor prices policy - Carry out the negotiations within the allocated budgets, with the appropriate reporting for the entire portfolio - Actively contribute to the resolution of disputes and penalties in collaboration with supply chain finance, with customers	3. SKILLS	- excellent negotiations and communication skills - data based decision making, accuracy and rigor on financials - Ability to take a step back, and manage ambiguity in particular with external parties in case of conflicts - is recommending and bringing solutions to collective targets - manage pressure, conflicts, communication to lead by example - Manage, support on a daily basis and develop team members capabilities, generate motivation and engagement
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		<ul style="list-style-type: none">- Ability to federate his team, cascade the objectives and track on results with large teams- source of recommendations and optimization on brand plans/sales execution plans
4.	STRATEGIC PROJECTS	<ul style="list-style-type: none">- Lead Off trade focus on transformative value chain and portfolio to support premiumization glidepath- support intl negotiations- active participation to GCC- Support team engagement indicators improvement and bring the company project to life.- Digital: Develop our digital presence with our customers. Upskill teams. Accelerate in @commerce

Skills and Qualifications:

Essential:

- Negotiation Techniques – Field sales management
- Perfect Experience and Knowledge of OFF Trade environment and actors
- Knowledge of the Trade legal context
- English proficiency
- Software: Excel, PowerPoint, Nielsen
- Category knowledge and Marketing acumen
- Business Financials

Desirable:

- Management experience of large team
- Creativity and ability to recommend
- Ability to work cross-functionally
- Leadership/initiative
- Capacity for analysis and synthesis