



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Regional Sales Executive</b>
<b>Business Unit / Group Function</b>	ODC BU - WG&S India
<b>BU Team / Sub-Function</b>	Commercial / Sales
<b>Location</b>	India
<b>Team Leader Role</b>	Regional Sales Manager
<b>Role Level</b>	5
<b>Team Members</b>	N/A
<b>Role Purpose</b>  Manage selected On Trade customers to drive the William Grant & Sons portfolio in order to gain new listings, improve business, activate WG&SI portfolio, and improve positioning and On-Premises display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver budgeted sales for the territory within spend perimeters.</li><li>• Drive new listings, improve visibility &amp; display positioning of the WG&amp;S portfolio in OFF and On-Premises channel in line with set targets</li><li>• Execute brand standards within On-Premises &amp; Off Premise to achieve recommended product price points</li><li>• Effectively negotiate activations and consumer events and promotions and On-Premises displays to increase sales and visibility of WG&amp;S brands</li><li>• Manage trade spend and operating costs in line with budget.</li><li>• Provide bespoke opportunities/proposals to drive new opportunities on-trade.</li><li>• Responsible for analysis and activations of trade promotions, whilst sharing information across the business</li></ul>	
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