

## ROLE PROFILE

|   |                              |
|---|------------------------------|
| <b>Job Title</b>  | <b>Sales Supervisor</b>      |
| <b>Business Unit / Group Function</b>   | ODC BU                       |
| <b>BU Team / Sub-Function</b>   | Commercial / Sales           |
| <b>Location</b>   | China                        |
| <b>Team Leader</b>  | Assistant Area Sales Manager |
| <b>Team Members</b>   | N/A                          |
| <b>Job Level</b>  | 5                            |
| <b>Role Purpose</b>   |                              |
| <p>To provide commercial support to the China commercial team, by profitably maximising the distribution, promotional activity and sales of the WG&amp;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>   |                              |
| <b>Accountabilities</b>   |                              |
| <ul style="list-style-type: none"> <li>Effectively execute consumer and on trade channel promotion activities to develop brand awareness and recognition.</li> <li>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.</li> <li>Identify potential business opportunities to increase the distribution and coverage of on trade channel within the assigned district.</li> <li>Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction.</li> <li>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.</li> <li>Collect and provide feedback on market information, particularly pricing information and competition activities in order to develop relevant action plans.</li> </ul> |                              |
| <b>Created by:</b>  | N/A                          |
| <b>Creation Date:</b>   | December 2023                |
| <b>HRBP:</b>  | N/A                          |
| <b>Date of last revision:</b>   | December 2023                |