## Role Profile

|  |  |
| --- | --- |
| **Job Title** | **Area Sales Manager** |
| **Business Unit** | ODC BU - WG&S India |
| **Function/Region** | Commercial |
| **Location** | Odisha, India |
| **Leader** | Regional Sales Manager |
| **People Leadership** | N/A |
| **Job Level** | 5 |
| **Role Purpose**  The role is responsible to generate lead, negotiate contracts and achieve sales targets within the assigned On trade & Off trade channel. | |
| **Accountabilities**   * 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 | |
| **Skills and Qualifications:**  Essential:   * 8-12 years proven track record within a sales capacity, ideally within Liquor and/or consumer goods industry * Experience in handing Distributors/ Wholesalers, experience of managing On Trade key accounts will be an added advantage * Strong negotiation and communication skills – written and verbal * Planning and analytical skills with proficiency in MS Office tools - excel/PowerPoint/word * Numerical Aptitude and presentation skills - written and verbal * Strong relationship building skills   Desirable:   * Education: Full time 2-year MBA desired * Confident and motivated * Resilient and reliable * Organised – a planner as well as an implementer | |