## Role Profile

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| **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
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| **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
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