



WILLIAM GRANT & SONS

## ROLE PROFILE

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| <b>Role Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Sales Representative</b> |
| <b>Business Unit / Group Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ODC- WG&S Korea             |
| <b>BU Team / Sub-Function</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Commercial / Sales          |
| <b>Location</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Daegu, Korea                |
| <b>Team Leader Role</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Sales Manager               |
| <b>Role Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5                           |
| <b>Team Members</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No                          |
| <b>Role Purpose</b><br><br>To provide commercial support to the Korea sales team, by profitably maximising the distribution, promotional activity and sales of the WG&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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |
| <b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver profit targets for the respective channel in the designated area by effectively executing pricing, promotional and distribution strategies. Effectively execute consumer and 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>• 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>• Provide timely market analysis and feedback to the Leader to support creation of Market Overviews as part of the commercial planning process; provide supporting information for business reviews including brand presentations, market performance data and overview financial information with Internal Stakeholders and Finance. This includes pricing information and competition activity data.</li></ul> |                             |
| <b>Created by:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Kyeongryeol Park            |
| <b>Creation Date:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1 July 2022                 |
| <b>HRBP:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Jay Song                    |
| <b>Date of last revision:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 17 July 2023                |