



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Business Development Executive Off Trade
Internal Reference	ODC-0298
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Home Based
Team Leader Role	Sales Manager Off Trade
Role Level	5
Team Members	No
Role Purpose Activates brands by implementing activation programmes in grocery outlets within a territory, increases brand awareness, recruiting consumers whilst improving distribution and visibility Execute the Germany Off Trade sales vision and strategy	
Accountabilities <ul style="list-style-type: none">• In alignment with Sales Manager Off Trade, manage a core number of grocery outlets within territory to deliver activation and sales programme• Reflect customer needs with data analysis and the capabilities of WG&S to provide the best value on both sides• Implement the measures successfully and on schedule and thus meet the customer requirements, achieving preferred partner status with key outlets, and ensuring best in store execution (picture of success)• Build effective and long-term business relationships, make us an indispensable partner and the contact for optimum product range expertise• Implement activities with customer in the area of your responsibility• Effective journey planning to ensure adequate servicing of current customers throughout the year.• Record all relevant outlet information via the Customer Record Management system (CRM) and deliver presentations• Positive driver of promoting, developing and embedding a 'one team' approach to support the delivery of the German business	