



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>State Head</b>
<b>Business Unit / Group Function</b>	ODC BU – WG&S India
<b>BU Team / Sub-Function</b>	Commercial / Sales
<b>Location</b>	India
<b>Team Leader Role</b>	Regional Sales Manager
<b>Role Level</b>	Yes
<b>Team Members</b>	4B
<b>Role Purpose</b>	
Overall responsibility of sales /collection/ increase WOD and other jobs as per company Need Handling of Distributors retailers and sales team.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• To achieve monthly, quarterly, and yearly targets as per given by the Company</li><li>• Responsible for collection of payments from Distributor well in time as per guidelines</li><li>• Increase of WOD in designated area</li><li>• Handling of Distributor Manpower for sales and collection from Retailers in the State of Uttar Pradesh and Uttrakhnad</li><li>• Represents regional customers within the Marketing team to ensure necessary levels of focus</li><li>• Identify new business opportunities across the States/Channels including the development of new brands/pack sizes as appropriate.</li><li>• Represent WGS India within the Area/Channel at meetings, events and functions as directed from time to time.</li><li>• Execute brand standards within On-Premise to achieve recommended product price points</li><li>• Effectively negotiate activations and consumer events and promotions and On-Premise displays to increase sales and visibility of WG&amp;S brands</li><li>• Manage trade spend and operating costs in line with budget.</li><li>• Build strong relationships with key customers in accounts to enhance long term business opportunities</li></ul>	
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