



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Sales Representative
Business Unit / Group Function	ODC- WG&S Korea
BU Team / Sub-Function	Commercial / Sales
Location	Korea
Team Leader Role	Sales Manager
Role Level	5
Team Members	No
Role Purpose 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.	
Accountabilities • 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. • 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. • Building and maintaining influential relationships across the customer base in order to identify and exploit opportunities to improve sales performance and customer satisfaction. • 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. • 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.	
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