## Role Profile

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| **Job Title** | **Area Sales Manager** |
| **Business Unit** | ODC BU - WG&S India |
| **Function/Region** | Commercial |
| **Location** | Mumbai, 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 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 | |
| **Values** | |
| **Core Competencies**   |  |  | | --- | --- | | **Relating and Networking**   * Establishes good relationships with customers and staff * Builds wide and effective networks of contacts inside and outside the organisation * Relates well to people at all levels * Manages conflict * Uses humour appropriately to enhance relationships with others | **Following Instructions and Procedures**   * Appropriately follows instructions from others without unnecessarily challenging authority * Follows procedures and policies * Keeps to schedules * Arrives punctually for work and meetings * Demonstrates commitment to the organisation * Complies with legal obligations and safety requirements of the role | | **Persuading & Influencing**   * Makes a strong personal impression on others * Gains clear agreement and commitment from others by persuading, convincing and negotiating * Promotes ideas on behalf of self or others * Makes effective use of political processes to influence and persuade others | **Delivering Results & Meeting Customer Expectations**   * Focuses on customer needs and satisfaction * Sets high standards for quality and quantity * Monitors and maintains quality and productivity * Works in a systematic, methodical, and orderly way * Consistently achieves project goals. | | **Planning and Organising**   * Sets clearly defined objectives * Plans activities and projects well in advance and takes account of possible changing circumstances * Manages time effectively * Identifies and organises resources needed to accomplish tasks * Monitors performance against deadlines and milestones | **Achieving Personal Work Goals and Objectives**   * Accepts and tackles demanding goals with enthusiasm * Works hard and puts in longer hours when it is necessary * Identifies development strategies needed to achieve career goals and makes use of developmental or training opportunities * Seeks progression to roles of increased responsibility and influence | | |
| **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 | |