## 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
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| **Values** |
| **Core Competencies**

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| **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
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| **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.
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| **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
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| **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
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