

ROLE PROFILE

Job Title	Assistant Area Sales Manager
Business Unit	WG&S China
Function/Region	Commercial/Sales
Location	Shanghai
Leader	Senior Regional Sales Manager
People Leadership	N/A
Job Level	4B
Role Purpose Work with local distributors to ensure common focus and aligned targets with WG&S Sales to include volume, penetration, channel mix, rate of sales, and profitability; Drive coverage and penetration and continuously update account database with regular call visits; Increase brand visibility at accounts with effective POS placements; Enhance rate of sales (ROS) in accounts with promotions and activities.	
Accountabilities <ul style="list-style-type: none"> • Plan weekly call visits to maintain relationship with local distributors and outlets, manage brand development & growth of WG&S Brands in the area • Determine appropriate space to sales ratios, plus representation against competitor brands in off premise accounts, and determine gaps in WG&S brand exposure • Ensure WG&S brands have the correct exposure compared to competing categories • Ensure that pricing of WG&S brands is consistent with brand guidelines within the China market • Execute and evaluate regional promotional programs at outlet level, to required level of impact and effectiveness within set timing and budgets • Monitor and evaluate operational plans and take corrective action as required • Collect competitors' information constantly and keep track of industry / market trends • Update and maintain all data and information systems • Effectively and efficiently manage business budgets, and expenses incurred in line with company guidelines • Develop and maintain positive and constructive relationships with all relevant internal and external stake holders 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

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

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

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies and develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem

Delivering Results and 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

<ul style="list-style-type: none"> • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems • Demonstrates an understanding of how one issue may be a part of a much larger system. 	<ul style="list-style-type: none"> • Consistently achieves project goal
<p>Skills and Qualifications:</p> <p><u>Essential:</u></p> <ul style="list-style-type: none"> • Proven track record within a sales capacity, ideally within Liquor • Experience in the FMCG selling environment. • Strong negotiation and communication skills • IT Skills (Excel/PowerPoint/Word) • Numerate • Above average presentation skills written and verbal • Strong relationship building skills <p><u>Desirable:</u></p> <ul style="list-style-type: none"> • Graduate Degree • Confident and motivated • Resilient and reliable • Organised – a planner as well as an implementer • A team player 	
Created by:	Andy He
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HRBP:	Vivi Ting
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