



Job Title	Sales Operations Manager					
Job Level	4A					
Location	Sydney, Australia					
Business Unit	Commercial					
Function	Customer Marketing					
Leader	National Business Manager – Customer Marketing					
People Leadership	1 direct report					
Role Purpose						
<p>Sales Force Effectiveness and Monitoring/Reporting responsible to ensure the commercial team has the right structure and has the technology, systems, tools, information, and insights required to be as effective as they can be, with the ultimate aim of achieving their KPIs and delivering sales & customer marketing results.</p> <p>The Sales Operations Manager will assist the commercial & marketing teams to make quick decisions and comfortably lead and step-change the way our field team operates efficiently. In addition, be data driven and thrive on bringing insights to life in a way that is simple and easy to understand to others leveraging different data sources including OnTap, IRI, CRM (SFA), Quantum and more.</p> <p>RTC and the CRM roll-out will require strong project management skills to enable you to delegate multiple tasks & actions at any given time, including being comfortable with problem solving tough situations.</p> <p>Leverage your FMCG experience to be solutions driven and thrive on giving clear direction to other functions day to day and in leadership forums. Coach and mentor others including your direct report and seeking guidance and clarity to ensure we hit our targets.</p>						
Responsibilities						
<ol style="list-style-type: none">Own the field sales CRM system, lead the implementation project and rollout of the new software updates, and work closely with the data analyst and system vendor to make sure it’s always meeting the needs of the team. Identify and implement improvements, make sure we are making the most of the system to deliver efficiencies by eliminating manual and paper-based processes as much as possible. Responsible for taking the data field team are collecting in field and delivering reports and insights both within and outside of the CRM (which the data analyst owns day to day in addition to being system admin).Track the field team KPIs, and deliver reports and data to the field and head office team to assist them with monitoring territories and customers, identifying opportunities, understanding which customers/brands/SKUs are dragging or driving overall sales, where the distribution opportunities are etc.Ensure WG&SA is adopting best practice global sales operations solutions. Maintain internal business scorecards to enable the sales and customer service teams and the functions that they engage with, focus on the most critical service and business objectivesDetermine which customers should be called on and how often, and who could be serviced another way (telesales, merchandisers) or not worth calling at all etc.Contribute to sales capability, by providing training on how to use the CRM and reporting, and the "so what" of the data we provide.						
Key Performance Metrics:						
<table><tr><th>KPI</th><th>Description</th></tr><tr><td>1. Right Places</td><td><ul style="list-style-type: none">Oversight of the Business Analyst to drive continuous sales force optimisation, callage and coverage model, journey planning and geographic/outlet prioritisationEvolve and drive the governance process to ensure sales</td></tr></table>			KPI	Description	1. Right Places	<ul style="list-style-type: none">Oversight of the Business Analyst to drive continuous sales force optimisation, callage and coverage model, journey planning and geographic/outlet prioritisationEvolve and drive the governance process to ensure sales
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		operations is disciplined, consistent and data led to maximise sales opportunities and deliver value to the business
2.	Right Job	<ul style="list-style-type: none"> • Own and 'gate-keep' the WG&SA cycle planning process and capacity planning, with input from Customer Marketing Managers • Collaboratively partner with Customer Marketing to ensure the right activation and visibility tools are aligned to channel, segment and priority classified customers to accelerate sales and brand performance • Partner with Customer Marketing Managers and Regional Sales Managers to drive and champion the WG&S Sales Execution Standards to ensure our distribution, activation, visibility and engagement coverage targets are met
3.	Building Sustainable Advantage	<ul style="list-style-type: none"> • Strategic leadership of our third party data a tool partners to ensure that our CRM and data providers are aligned to our sales and business requirements • Support the Business Analyst to ensure that any functional requirements/systems required to drive efficiency across our field team as well as M&E capability is delivered • Oversight and leadership of ongoing reporting and analytics inclusive of monthly reporting suite, scorecards, sales force rewards & incentive tracking, service model/coverage and distribution, activation and visibility reports aligned to key stakeholder needs to effect sales and brand outcomes • Champion the M&E process • Lead and own on a day-to-day basis the WG&S Global Sales College and the broader sales team capability build • Champion the consistent sales team 'ways of working' and drive through the business with the support of Regional Sales Managers • Evolve and drive the Sales Induction programme to ensure new starters are as efficient and effective as quickly as possible
4.	Leadership	<ul style="list-style-type: none"> • Manage performance • Establish priorities • Give clear direction & feedback to your direct report • Performance management & objectives

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:

Deciding & Initiating Action <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative and acts with confidence • Initiates and generates activity 	Leading & Supervising <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre
Persuading & Influencing <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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.
Applying Expertise & Technology <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	Coping with Pressures & Setbacks <ul style="list-style-type: none"> • Works productively in a pressurised environment • Keeps emotions under control during difficult situations • Balances the demands of a work life and a personal life. • Maintains a positive outlook at work. • Handles criticism well and learns from it.

Skills and Qualifications:

Essential:

- Strong sales process knowledge, including working fluency in the sales fundamentals
- Experience in managing data and business analytics tools
- Outstanding sales analysis proficiency – proven ability to turn data into insights to effect change
- Excellent emotional intelligence and internal influencing skills
- Ruthlessly well-organised and efficient
- Demonstrated ability to drive and manage change to influence others and drive for results

Desirable:

- Relevant experience in sales operations, category or sales support functions
- Previous leadership experience ideally in the sales function
- Outstanding Excel based Skills (including Power Pivot and Power Query)
- Knowledge of working in and with ERP systems
- Knowledge of sales tools & data models; including ability to translate business requirements into IT organisation-facing functional requirements
- Demonstrated ability to work within a global organisation to leverage and share best practice
- Understanding of FMCG/Liquor environment and how this role supports not only the efficiency and effectiveness of a sales operation but ultimately the consumer experience

Created by:	Ryan Sullivan
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HRBP:	Angie Corbett
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