



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Sales Representative (Store)</b>
<b>Internal Reference</b>	ODC-0172
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Taipei
<b>Team Leader Role</b>	Assistant Manager - Private Clients
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose</b>  This role executes the daily operations of company-owned Taipei, Taichung or Kaohsiung store, to deliver annual sales, events and HNW client retention and recruitment targets through excellent customer service, product knowledge and selling techniques in line with the Company strategy.	
<b>Accountabilities</b>  Deliver the respective store's target achievements including but not limited to annual sales, events, HNW client recruitment and retention targets to drive HNW sales. Lead and own engagement and delivery of communication and service to customers, focussing particularly on the respective store's non-key customers to ensure quality customer experience and drive in-store sales. Promote company products directly to consumers through a range of promotional techniques and implementation of in-store activities/programs, consumer trials, to drive sales and understanding of our brands. Develop exceptional client relationships to develop HNW client database through in-store customer engagement, identifying and developing external client relationships. Introduce and promote WG&S values and brands directly to HNW clients, plan and implement in-store activity and programs to deliver quality service, enhance customer trials, loyalty and understanding of our brand portfolio. Carry out in-store administration including stock takes, cash flow management, working closely with Assistant Managers to ensure accuracy. Deliver regular updates and reports on brand performance and consumer preferences.	
<b>Created by:</b>	Jenny Chen
<b>Creation Date:</b>	15/11/2022
<b>HRBP:</b>	Shayne Goh
<b>Date of last revision:</b>	05/05/2023