

## ROLE PROFILE

<b>Job Title</b>	<b>Area Sales Manager</b>
<b>Business Unit</b>	WG&S India
<b>Function/Region</b>	Commercial
<b>Location</b>	Bangalore, India
<b>Leader</b>	Regional Sales Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>	
The role is responsible to generate lead, negotiate contracts and achieve sales targets within the assigned off trade channel.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Implement sales strategies and formulate business plan for all customers to deliver on Budgeted Sales for the territory</li><li>• Ensure execution of Annual Marketing/Promotion Calendar, Achievement of Product Width of Distribution, to create Brand Visibility</li><li>• Establishing strong business relationship with Trade Partners, to ensure ideal positioning and sales of our brands through Quality, Distribution and Visibility</li><li>• Assure timely disposition of the claims based on the provided budgets and policy provisions</li><li>• Meeting Stock Norm at Warehouse /Depot level, depletion, and Market Share objectives for all brands in the appointed area</li><li>• Partner with Customer Marketing team to customize &amp; carry out planned promotions &amp; visibility to build up brand presence / image</li></ul>	

## 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

### 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 handling 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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