



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Regional Sales Executive</b>
<b>Business Unit / Group Function</b>	ODC BU - WG&S India
<b>BU Team / Sub-Function</b>	Commercial/Sales
<b>Location</b>	Haryana, India
<b>Team Leader Role</b>	State Head
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose</b>  Manage selected Off & On trade customers to drive the William Grant & Sons portfolio in order to gain new listings, improved positioning and off location displays opportunities. Manage compliance levels across the independent trade and build long terms business relationships with our customers. The role will involve extensive travel across the state.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver budgeted sales for the territory within spend perimeters</li><li>• Drive new distribution, improve visibility &amp; shelf positioning of the WG&amp;S portfolio in the independent channel in line with set targets</li><li>• Execute brand standards within store level to achieve recommended product price points</li><li>• Negotiate additional promotions, and off shelf displays at a store level to increase the sales and visibility of WG&amp;S brands</li><li>• Manage a set call cycle effectively to maximise productivity. This call cycle will include core customers, then operate on a regional cycle.</li><li>• Compile a monthly report detailing successes, challenges, and next month's plan</li><li>• Share wins with the broader business including photo's, best practice etc. Via the monthly report</li><li>• Manage trade spend and operating costs in line with budget</li><li>• Provide bespoke opportunities/proposals to drive new opportunities in the on-trade</li><li>• Complete and submit all reporting / expenses and other paperwork requirements in a timely manner.</li><li>• Activation and analysis of trade promotions, whilst sharing information across the business</li><li>• Reporting of competitor activity</li></ul>	
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