## Role Profile

|  |  |  |
| --- | --- | --- |
| **Job Title** | **Sales Supervisor** | |
| **Business Unit** | WG&S China | |
| **Function/Region** | Commercial/Sales | |
| **Location** | Suzhou, China | |
| **Leader** | Assistant Area Sales Manager | |
| **People Leadership** | N/A | |
| **Job Level** | 5 | |
| **Role Purpose**  Plan, execute & evaluate WG&S growth drivers with retailing customers based on shopper insight, customer needs and guideline of commercial excellence program in order to deliver the company annual budget target, strategy & vision | | |
| **Accountabilities**   * Plan weekly call visits to maintain relationship with local distributors and outlets, manage brand development & growth of WG&S Brands in the area * Ensure WGS 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 * Provide bespoke opportunities/proposals to drive new opportunities in the on-trade * Develop and maintain positive and constructive relationships with all relevant internal and external stake holders * Complete and submit all reporting / expenses and other paperwork requirements in a timely manner | | |
| **Values**  C:\Users\proval\Downloads\267177_7.png | | |
| **Core Competencies:**   |  |  | | --- | --- | | **Deciding & Initiating Action**   * 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**   * 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**   * 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. | | **Applying Expertise & Technology**   * 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**   * 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:**   * Proven track record within a sales capacity, ideally within Liquor * Experience in the FMCG selling environment is preferred. * Strong negotiation and communication skills * IT Skills (Excel/PowerPoint/Word) * Numerate * Above average presentation skills written and verbal * Strong relationship building skills | | |
| Created by: | | Ting-Ting Hsu |
| Date: | | 30th June 2022 |
| HRBP: | | Shayne Goh |
| Date of last revision: | | 30th June 2022 |