## 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 |