



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	State Head
Business Unit / Group Function	ODC BU – WG&S India
BU Team / Sub-Function	Commercial / Sales
Location	India
Team Leader Role	Regional Sales Manager
Role Level	Yes
Team Members	4B
Role Purpose Overall responsibility of sales /collection/ increase WOD and other jobs as per company Need Handling of Distributors retailers and sales team.	
Accountabilities <ul style="list-style-type: none">• To achieve monthly, quarterly, and yearly targets as per given by the Company• Responsible for collection of payments from Distributor well in time as per guidelines• Increase of WOD in designated area• Handling of Distributor Manpower for sales and collection from Retailers in the State of Uttar Pradesh and Uttrakhnad• Represents regional customers within the Marketing team to ensure necessary levels of focus• Identify new business opportunities across the States/Channels including the development of new brands/pack sizes as appropriate.• Represent WGS India within the Area/Channel at meetings, events and functions as directed from time to time.• Execute brand standards within On-Premise to achieve recommended product price points• Effectively negotiate activations and consumer events and promotions and On-Premise displays to increase sales and visibility of WG&S brands• Manage trade spend and operating costs in line with budget.• Build strong relationships with key customers in accounts to enhance long term business opportunities	
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