

ROLE PROFILE

Job Title	Regional Sales Manager
Business Unit	WGS&S UK
Function/Region	Commercial
Location	Field based within geographical area of responsibility
Leader	Field Sales Controller
People Leadership	Team of Business Development Executives (min four)
Job Level	4A
Role Purpose <p>To lead, motivate and develop a team of Business Development Executives (BDEs) in line with company values to deliver brand activation programmes within Select and Exclusive outlets in conjunction with the KPIs that align to the On Trade brand plans.</p> <p>To be a proactive member of the On Trade leadership team, contributing to the development and execution of the channel agenda in alignment with Brand Strategies – specifically delivery against Distribution, Visibility, Activation and Advocacy.</p> <p>To build high performing team capability across BDEs to deliver the highest standards, ensuring the team have effective capability to manage journey plans, call files, pre call preparation and post call evaluation. Build strong employee engagement and develop talent.</p>	
Accountabilities <ul style="list-style-type: none"> • Coach and lead the London BDE team to create a motivated and high performing team within the marketplace as measured by CGA data and company sales execution standards. • Development of the team capability through updating the learning and development tools and facilitating training sessions within the Field Sales College framework. • Support the administering of the BDE Bonus Scheme, and ensuring all data is collated and sent to the Field Sales Controller, in line with company policy. • Spend regular days in trade with each member of your team, providing coaching on the day and written feedback to help create a culture of ongoing development. • Conduct regular individual territory reviews to ensure maximum effectiveness and appropriate coverage is achieved. • Support team in creating robust Account Plans for top 10 accounts and demonstrating GC growth YoY in line with key KPIs and in correct outlet segmentation. • Ensure that the CRM system is fully utilised via the team with outlet data, contracts and Visual content saved against account profile. • Contribute to and support a fully integrated Brand plan utilising Outlet Segmentation as per CGA. • Be the point of contact for the business in your region attending events, building key relationships at appropriate events and activities. E.g. Class Awards. • Develop key RTM relationships within your region to support channel strategy. • Manage brand budget for your area with the Customer Marketing Team to exceed team objectives. • Support the Customer Marketing and Category Management Team in shaping the annual plan for the Field sales team and facilitate delivery. 	
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Role specific competencies and skillset:

Deciding & Initiating Action <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 & Organising <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively • Monitors performance against deadlines and milestones 	Adapting and Responding to Change <ul style="list-style-type: none"> • Adapts to changing circumstances • Accepts new ideas and change initiatives • Adapts interpersonal style to suit different people or situations • Shows respect and sensitivity towards cultural and religious differences. • Deals with ambiguity, making positive use of the opportunities it presents.

Company 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

Skills, Qualifications and Experience:

- Prior experience in building brands, ideally in the On Trade: capable of driving the brand building agenda.
- Able to demonstrate winning capability and skilled in achieving results through others
- Proven team leader with strong coaching and mentoring skills, able to develop individuals to achieve their potential and drive a high performance culture.
- Analytical, strong financial awareness and commercial judgement.
- Confident, proactive approach and consistently reliable in delivery
- Excellent presentation and communication skills
- Educated to degree level or equivalent.
- Knowledge of the Spirits/drinks industry is desirable but not essential