







ROLE PROFILE

Job Title	Regional Sales Manager – East and Central
Business Unit	WG&S India
Function/Region	Commercial/Sales
Location	Gurgaon
Leader	Head of Sales
People Leadership	1
Job Level	4A
Role Purpose Leading Commercial Responsibility including RTC and RTM for North and East - India's core regional markets	
Accountabilities <ul style="list-style-type: none"> • Responsible for delivering the route to consumer strategy as per 5-year Strategy and annual plan. • Manage multiple distributors across region for delivery of Monthly Volume and support scheme to meet the annual targets. • Responsible for delivering agreed Customer account plans/promotion plan for On Trade and off trade to create right visibility for the brands and in line with brand Strategy. • Responsible for managing and developing team • Work closely with Internal and External stakeholders. • Collaborate with the key customers for realistic brand/sku volume forecast and amend where and when appropriate. • Responsible for identifying new business opportunities across the States/Channels including the development of new brands/pack sizes as appropriate 	
Values <div> <div>  <p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div>	

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

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
Projects credibility

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.

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
Uses humour appropriately to enhance relationships with others

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

Skills and Qualifications:

Essential:

- A minimum of 11-14 years India sales experience with some within the Spirits market or a related category.
- Regional Sales Management experience and track record of delivering growth plans.
- Experience of managing a sales team
- Senior level negotiation skills with multiple Distributors
- IT skills (Excel/Word/PowerPoint)
- Strong commercial acumen including P&L
- Good presentation skills written and verbal

Desirable

- Confident and motivated
- Resilient and reliable
- A Team leader

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