## Role Profile

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| **Job Title** | **Assistant Area Sales Manager – Quanzhou** |
| **Business Unit** | **ODC BU** **– WG&S China** |
| **Function/Region** | **Commercial/Sales** |
| **Location** | **China** |
| **Leader** | **Senior Regional Sales Manager** |
| **People Leadership** | **Yes** |
| **Job Level** | **4B** |
| **Role Purpose** Work with local distributors to ensure common focus and aligned targets with WG&S Sales to include volume, penetration, channel mix, rate of sales, and profitability.Increase brand visibility at accounts with effective POS placements; Enhance rate of sales (ROS) in accounts with promotions and activities. |
| **Accountabilities*** Plan weekly call visits to maintain relationship with local distributors and outlets, manage brand development & growth of WG&S Brands in the area
* Determine appropriate space to sales ratios, plus representation against competitor brands in off premise accounts, and determine gaps in WG&S brand exposure
* Ensure WG&S 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
* Develop and maintain positive and constructive relationships with all relevant internal and external stake holders
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| **Values**C:\Users\proval\Downloads\267177_7.png |
| **Core Competencies:**

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| **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
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| **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.
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| **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.
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| **Skills and Qualifications:**Essential:* Proven track record within a sales capacity, ideally within Liquor
* Experience in the FMCG selling environment.
* Strong negotiation and communication skills
* IT Skills (excel/PowerPoint/word)
* Numerate
* Above average presentation skills written and verbal
* Strong relationship building skills

Desirable:* Graduate Degree
* Confident and motivated
* Resilient and reliable
* Organised – a planner as well as an implementer
* A team player
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| Created by: | Ting Ting Hsu |
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| HRBP: |  |
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