

ROLE PROFILE

Job Title	Regional Sales Executive
Business Unit	ODC
Function/Region	Sales
Location	Gurgaon
Leader	Prashant David
People Leadership	N/A
Job Level	5
Role Purpose Manage selected On Trade customers to drive the William Grant & Sons portfolio in order to gain new listings, improve business, activate WG&S portfolio, and improve positioning and On-Premise display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers.	
Accountabilities <ul style="list-style-type: none">• Deliver budgeted sales for the territory within spend perimeters.• Drive new listings, improve visibility & display positioning of the WG&S portfolio in the On-Premise channel in line with set targets• 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.• Provide bespoke opportunities/proposals to drive new opportunities on-trade.• Responsible for analysis and activations of trade promotions, whilst sharing information across the business	

Core Competencies:

Relating and Networking <ul style="list-style-type: none">• Establishes good relationships with customers and distributor sales team.• 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	Following Instructions and Procedures <ul style="list-style-type: none">• Appropriately follows instructions from others without unnecessarily challenging authority• Follows procedures• Keeps to schedules
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 and 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.• Manages time effectively.• Identifies and organises resources needed to accomplish tasks.• Monitors performance against deadlines and milestones.	Achieving Personal Work Goals and Objectives <ul style="list-style-type: none">• Accepts and tackles demanding goals with enthusiasm.• Works hard and puts in longer hours when it is necessary.• Identifies development strategies needed to achieve career goals and makes use of developmental or training opportunities.• Seeks progression to roles of increased responsibility and influence.

Skills and Qualifications:Essential:

- 5-7 years proven track record within On trade sales capacity, ideally within Liquor
- Strong negotiation and communication skills
- IT Skills (excel/power-point/word)
- Numerate
- Above average presentation skills written and verbal
- Strong relationship building skills

Created by:	Prashant David
Date:	23.11.21
HRM:	Rishu Makkar
Date of last revision:	23.11.21