

ROLE PROFILE

Job Title	Regional Sales Executive
Business Unit	WG&S India
Function/Region	Sales
Location	India
Leader	State Head
People Leadership	N/A
Job Level	5
Role Purpose Manage selected Off trade customers to drive the William Grant & Sons portfolio to gain new listings, improve business, activate WG&SI portfolio, and improve positioning and Off premise display opportunities. Manage compliance levels across the trade and build long term business relationships with our customers. The role will involve extensive travel across the state.	
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 channel in line with set targets • Execute brand standards within Off premise to achieve recommended product price points • Negotiate activations and promotions, and displays to increase sales and visibility of WG&S brands • Work closely with distributor team to maximise productivity and efficacy • Manage a set call cycle effectively to maximise productivity. This call cycle will include core customers as well as key account customers. • Compile a monthly report detailing successes, challenges, and next month's plan • Share wins with the broader business including photo's, best practice etc. Via the monthly report • Manage trade spend and operating costs in line with budget • Provide bespoke opportunities/proposals to drive new opportunities in the Off trade • Complete and submit all reporting / expenses and other paperwork requirements in a timely manner. • Activation and analysis of trade promotions, whilst sharing information across the business • Reporting of competitor activity 	

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

Core Competencies

Relating and Networking

- 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

Planning and Organising

- 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

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

Following Instructions and Procedures

- Appropriately follows instructions from others without unnecessarily challenging authority
- Follows procedures and policies
- Keeps to schedules
- Arrives punctually for work and meetings
- Demonstrates commitment to the organisation
- Complies with legal obligations and safety requirements of the role
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness, and dexterity

Achieving Personal Work Goals and Objectives

- 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
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