



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Sales Operations Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial/Sales – SEA
Location	Singapore
Team Leader	Country Manager
Team Members	No
Job Level	4B
Role Purpose Take ownership of all areas of Sales Force Automation (SFA) for SEA. Through engagement with key stakeholders drive effectiveness and efficiency; translating data to insights and consequentially build RTC maturity in the key areas of “Right Places”, “Right Job”, “Right Skills” and “Efficiently”.	
Accountabilities <ul style="list-style-type: none">• Be a subject matter expert with respect to the Sales Force Automation Tool providing support to new hires with training, on boarding and support.• Ensure data integrity within the SFA with periodic master data checks and updates related to underlying data sets e.g. outlet universe, field sales outlet attribution and Minimum Execution Standards (MES).• Translate Minimum Execution Standards developed by commercial and customer marketing teams into the SFA tool for tracking by field sales teams• Review data and translate into insights, working closely with SEA leads to optimise territory and journey planning.• Plan and track Customer Discounts (CD), Sell-out/Depletion, Trade Inventory Data and reconciliation of data.• Deliver actionable insight by triangulating commercial data sets from multiple sources to assist Country and Commercial leaders to inform trade and portfolio strategy, optimise activations and trade investment across the Relevant Outlet Universe• Develop a measurement and evaluation process that enables a cycle of assess, learn, adapt, and repeat including a suite of business reports to be used as part of the Operating Rhythm (weekly meetings, commercial forum, Lockdown, QSB etc) enabling the right behaviours to deliver commercial performance.• Manage and track contract spend/claims, including preparation of POs, verification of claims/pay-outs, etc., and reconcile Commercial administrative matters i.e. FOC stocks etc.	