

ROLE PROFILE

Job Title	Assistant Area Sales Manager
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 <ul style="list-style-type: none"> ● 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 	

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:

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

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.

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.

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

Created by:	Ting Ting Hsu
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HRBP:	
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