







## ROLE PROFILE TEMPLATE

<b>Job Title</b>	<b>Sales Supervisor</b>									
<b>Business Unit</b>	<b>ODC</b>									
<b>Function/Region</b>	<b>Sales</b>									
<b>Location</b>	<b>China</b>									
<b>Leader</b>	<b>Johnny Sun</b>									
<b>People Leadership</b>	<b>N/A</b>									
<b>Job Level</b>	<b>5</b>									
<b>Role Purpose</b>  Plan, execute & evaluate WG&S growth drivers with retailing customers based on shopper insight, customer needs and guideline of commercial excellence program in order to deliver the company annual budget target, strategy & vision.										
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>Plan weekly call visits to maintain relationship with local distributors and outlets, manage brand development &amp; growth of WG&amp;S Brands in the area</li> <li>Ensure WGS brands have the correct exposure compared to competing categories</li> <li>Ensure that pricing of WG&amp;S brands is consistent with brand guidelines within the China market</li> <li>Execute and evaluate regional promotional programs at outlet level, to required level of impact and effectiveness within set timing and budgets</li> <li>Monitor and evaluate operational plans and take corrective action as required</li> <li>Collect competitors' information constantly and keep track of industry / market trends</li> <li>Update and maintain all data and information systems</li> <li>Effectively and efficiently manage business budgets, and expenses incurred in line with company guidelines</li> <li>Provide bespoke opportunities/proposals to drive new opportunities in the on-trade</li> <li>Develop and maintain positive and constructive relationships with all relevant internal and external stake holders</li> <li>Complete and submit all reporting / expenses and other paperwork requirements in a timely manner</li> </ul>										
<b>Key Performance Metrics</b> <table border="1"> <thead> <tr> <th colspan="2">KPI</th><th>Description</th></tr> </thead> <tbody> <tr> <td>1.</td><td>Deliver growth drivers &amp; QDVAAA</td><td>Drive growth drivers, QDVAAA (Quality, Distribution, Visibilities, Agreed Prices, Activation, and Advocacy) for selected retailing customers (such as gastro pubs, family KTV, liquor stores, whisky bars...)</td></tr> <tr> <td>2.</td><td>Organize festival campaigns</td><td>Organize festival campaigns (MAF, CNY, Xmas, Halloween...) in order to expand market share and pursue aggressive growth targets.</td></tr> </tbody> </table>		KPI		Description	1.	Deliver growth drivers & QDVAAA	Drive growth drivers, QDVAAA (Quality, Distribution, Visibilities, Agreed Prices, Activation, and Advocacy) for selected retailing customers (such as gastro pubs, family KTV, liquor stores, whisky bars...)	2.	Organize festival campaigns	Organize festival campaigns (MAF, CNY, Xmas, Halloween...) in order to expand market share and pursue aggressive growth targets.
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3.	Support retailing customers	Support retailing customers with appropriate mechanics to encourage trial by consumers
<div>Values</div> <div> <div>  <p><b>BE PROUD</b> We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p><b>BE RESPONSIBLE</b> We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p><b>BE SUSTAINABLE</b> We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p><b>BE PROFESSIONAL</b> We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p><b>BE ENTREPRENEURIAL</b> We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p><b>THINK LONG TERM</b> We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div>		

**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:Desirable:

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

Created by:

Date:

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