



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Sales Capability & Operations Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Taipei
Team Leader Role	Head of Sales
Role Level	4A
Team Members	Yes
Role Purpose Identify the capability gap of local sales force from the global standards, work out a solid improvement plan, localize and adapt all resources and materials, execute the development programs to fix the gap and consistently measures it. Ultimately, this role will develop potential solutions to specific sales force effectiveness challenges across a range of critical areas, such as customer segmentation, sales resource optimisation and sales process, whilst contributing to talent capability, development, and motivation.	
Accountabilities <ul style="list-style-type: none">• Drive and implement action plan which is developed from the RTC market maturity assessment (MMA) and improve overall MMA Score.• Develop and deliver the sales capability program for the local market, including reviewing existing capability in order to develop a 3-year plan including clear goals, localise global training materials and utilise local resources for training, and implementing a solid capability improvement plan with clear milestones.• Implement effective measurement and evaluation methods and metrics to assess the progress made by the teams after completing the capability program.• Establish efficient processes and accurate reports and dashboards, analysing sales data and translating insight into action to enable Sales leaders to actively engage market challenges and drive revenue growth.• Manage and deliver the organisation's CRM and Sales Force Automation (SFA) in an integrated, robust and cost-effective manner, in order to accurately capture and reflect data to deliver value to the sales team in a scalable and flexible fashion.• Build and embed market analytics capability to support optimisation of RTC through effective use of commercial data gathered through existing and future commercial systems (e.g. Journey planning optimisation; sales lead generation etc.)• Working closely with commercial leaders, ensure data is clean, accurate, and complete before being rolled-up into reports, and deliver analysis of data to allow commercial leaders to assess, identify and explore opportunities for further growth.• Identify proven growth drivers and allocate sufficient resources into the right growth drivers through practical measurement and evaluation processes for A&P and cash efficiency management. Ensure robust controls and processes of promotion and discounts are be put into place to minimize any possibility of embezzlement and errors by internal teams or the trade.• Ensure pricing and contracting support is provided in a timely and efficient manner; drive competitive positioning of contracts that also fulfil company and customer objectives, establishing mutual value	



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<ul style="list-style-type: none">• Demand and sales forecast: Cascade top-down sales and profit targets to each region by SKU. Build bottom-up monthly sales and profit targets by SKU by region. Track progress on a regular basis to identify risks and opportunities.	
Created by:	N/A
Creation Date:	03/03/2023
HRBP:	N/A
Date of last revision:	03/03/2023