JOB DESCRIPTION

**Role Title: England & Wales On Trade Sales Director**

**Business Unit Commercial**

**Reporting to: Chief Commercial Officer**

**Location: In Region**

**P&L Responsibility Yes**

**Direct Reports Yes**

**Purpose of Role**

The role of On Trade Sales Director is a senior leadership role responsible for driving sales and growth across a specific region. They will deliver excellence in customer management and sales performance through the execution a thorough Plan to Sell process.

**Key Responsibilities**

**Commercial Sales Strategy**

Develop and execute a comprehensive sales strategy for the on-trade sector within the designated region. This may include bars, restaurants, hotels and other hospitality establishments. Translate sales strategies into actionable plans and initiatives.

**Customer Relationship Management**

Build and maintain strong relationships with key on-trade customers, distributors, and partners. Ensure high levels of customer satisfaction and loyalty.

**Business Planning**

Develop and gain agreement to annual business plans for On Trade, ensuring alignment with strategy; quantify business outcomes (i.e. revenues or other key performance indicators); detail expense and headcount budgets; and develop business cases for key projects, ensuring cross-functional integration.

**Sales Process Optimization**

Continuously assess and improve the plan to sell process, including prospecting, lead generation, and closing deals, to enhance efficiency and effectiveness.

**Performance Monitoring**

Implement key performance indicators (KPIs) and reporting mechanisms to track customer performance and compliance within CRM.

**Capability Building:**

Identify needs and facilitate the development of sales skills and product knowledge among sales colleagues.

**Sales Tools and Technology**

Implement and Embed sales tools, software, and technology solutions to enhance sales efficiency and productivity.

**Revenue Growth**

Drive revenue and profitability by identifying opportunities for expansion and

market penetration, as well as developing pricing strategies and promotions.

**Internal Client Relationship Management**

Build and maintain strong relationships with key on-trade customers, distributors,

and partners. Ensure high levels of customer satisfaction and loyalty.

**Horizon Scanning**

Stay informed about market trends, competitor activities, and consumer

preferences. Use this information to adjust strategies and make data-driven decisions.

**Budgeting**

Develop and manage budgets for the region, allocating resources effectively to

maximize sales and profitability.

**Product Knowledge**

Have a deep understanding of the company's product portfolio, including

different drinks and brands, to effectively communicate and promote them to

customers.

**Regulatory and Compliance Management**

Ensure compliance with industry regulations and standards, especially when

dealing with alcoholic beverages.

**Leadership and Direction**

Communicate the function's strategy and its relationship to the organization's

**Organization Structure**

Define the detailed organization structure for a business area to align with corporate principles, define the relationship between elements of the organization, and define the responsibilities of senior managers, to enable the organization to achieve its business objectives.

**Person Requirements**

**Competencies & behaviours**

**Strategic thinker**

Strong strategic planning and critical and analytical thinking skills and can paint a compelling picture of the vision and strategy that inspires others and prioritises initiatives and efforts to have the greatest strategic impact.

**Leadership**

Able to motivate and inspire others and builds team capability and can build a collaborative workspace and influence cross- functional teams to achieve positive business outcomes.

**Financial acumen**

Uses data and metrics to inform business decisions and can interpret complexity and explain implications for business decisions.

**Relationship builder**

Builds strong and influential relationships both internally and externally and demonstrates sophisticated negotiation and influencing skills to gain support and commitment from others.

**Strategic Mindset**

Sees ahead to future possibilities and translates them into breakthrough strategies. For example, is a strong big-picture thinker; makes frequent, clear references to the organization's vision and strategy and the efforts required to drive them forward. Effectively integrates long-term opportunities and challenges with day-to-day activities.

**Stakeholder Management**

Anticipates and balances the needs of multiple stakeholders. For example, shares stakeholder feedback while inspiring others to consistently seek input and learn from their internal and external stakeholders. Promotes an environment of high ethical standards and cross-cultural sensitivity in working with all stakeholders.

**Manages Complexity**

Makes sense of complex, high quantity, and sometimes contradictory information to effectively solve problems. For example, consistently looks at complex issues from many angles; obtains a rich and deep understanding; swiftly cuts to the core issue; skilfully separates root causes from symptoms.

**Understanding Our Business**

Applies knowledge of business and the marketplace to advance the organization's goals. For example, ensures that the team understands and discusses relevant industry changes. Gives strong messages about how people's efforts make a difference to the broader organization.

**Instils Trust**

Gains the confidence and trust of others through honesty, integrity, and authenticity. For example, builds a team with an exemplary reputation for reliability and for meeting even difficult commitments. Builds trust among people and groups by ensuring honest and up-front communication; maintains transparency.

**Collaborates**

Builds partnerships and works collaboratively with others to meet shared objectives. For example, encourages coworkers and external partners to work together as a team, and makes sure they get credit for doing so. Encourages people to share their honest views, responds in a non-defensive way when they do.

**Being Resilient**

Rebounds from setbacks and adversity when facing difficult situations. For example, has excellent composure and professionalism, even in very difficult situations; acts as a steadying force or role model for others. Skilfully overcomes obstacles, learns from failures, and uses these lessons to improve subsequent efforts.

**Prioritisation and Planning**

Plans and prioritises work to meet commitments aligned with organizational goals. For example, stays focused on plans and improvises in response to changes, including risks and contingencies. Aligns own team's work with other workgroups'. Looks ahead to determine and obtain needed resources to complete plans.

**Drives Results**

Consistently achieves results, even under tough circumstances. For example, regularly pushes self to achieve outstanding outcomes; consistently establishes bold goals for own performance; is passionate about excellent results and significant contributions. Shows great tenacity to complete goals/initiatives in a timely way.

**Influence and Persuade**

Uses compelling arguments to gain the support and commitment of others. For example, deftly explains how own ideas can advance others' interests and address their concerns. Uses sophisticated negotiation skills; earns concessions while building a sense of partnership. Expresses views with powerful conviction.

**Communicates Effectively**

Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences. For example, tailors communication content and style to the needs of others. Pays attention to others' input and perspectives, asks questions, and summarizes to confirm understanding.

**Customer Focus**

Builds strong customer relationships and delivers customer-centric solutions. For example, solicits customer feedback and data; conveys a clear understanding of the level of service the team is providing; takes action when standards are not met by team; aligns business process with customer needs.

**Financial Acumen**

Interprets and applies key financial indicators to make better business decisions. For example, provides rich and rigorous forecasts of the financial implications of ideas and opportunities. Makes well-balanced decisions regarding expenditures that take into account multiple considerations.

**Manages Conflict**

Handles conflict situations effectively, with a minimum of noise. For example, skilfully draws upon a wide range of perspectives in order to find optimal solutions to challenging situations. Actively identifies areas of agreement, builds solid consensus around them, and leverages these to resolve disagreements.

**Drives Vision and Purpose**

Paints a compelling picture of the vision and strategy that motivates others to action. For example, makes the vision real for others and encourages people to buy in; paints an engaging and illuminating picture of future possibilities for the team. Gives people an understanding of how their efforts and contributions make a positive difference.

**Builds Cohesive Teams**

Builds strong-identity teams that apply their diverse skills and perspectives to achieve common goals. For example, mentors others on how to build effective teams; takes actions to correct dysfunctional teams. Ensures that the team has the right mix of skills; leverages individual strengths effectively.

**Builds Networks**

Effectively builds formal and informal relationship networks inside and outside the organization. For example, makes connections to help people build their own networks; offers insights about internal and external contacts. Leverages networks to remain aware of industry developments and widen own sphere of influence.

**Emotional Intelligence**

Relates openly and comfortably with diverse groups of people. For example, recognizes even subtle social cues and nimbly responds to others' needs and preferences. Helps to defuse difficult interpersonal situations by showing high levels of tact, sensitivity, and consideration. Builds rapport with ease.

**Adaptability**

Adapts approach and demeanour in real time to match the shifting demands of different situations. For example, takes steps to adapt to changing needs, conditions, priorities, or opportunities. Understands the cues that suggest a change in approach is needed; adopts new behaviours accordingly.

**Experience and Skills**

A developed people leader who can structure, build, motivate and inspire the sales organisation to achieve significant organic revenue growth.

Strong track record of sales management and execution in an FMCG environment

Track record of meeting and exceeding sales targets.

Strong communication and interpersonal skills with an aptitude in building relationships across our customers and internal organisation.

Strong commercial and financial acumen

**Key Performance Measures – PLAN TO SELL - Primary responsibilities.**

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| **TYPE** | **STRATEGIC LEVER** | **KPI** |
|  |  |  |
| **Leading** | **Brand building** | Conditional vs unconditional trade terms |
| **Leading** | **Broad routes to markets** | Number of outlets served / outlet coverage %  |
| **Leading** | **Broad routes to markets** | Average ‘outlet gold standard’ score |
| **Leading** | **Customer experience** | Customer churn rate |
| **Lagging** | **Brand building** | Product market share  |
| **Lagging** | **Broad routes to market** | Value and volume market share by channel segment |
| **Lagging** | **Broad routes to market** | Sales conversion rate / win rate |
| **Lagging** | **Broad routes to market** | Average share of customer wallet  |
| **Lagging** | **Cross-cutting** | GP mass and GP/HL (incl. change over time) |
| **Lagging** | **Cross-cutting** | Price and mix variances |
| **Lagging** | **Customer experience** | Customer Lifetime Value |
| **Lagging** | **Portfolio curation** | Category growth (volume and value) |
| **Leading** | **C&C Values** | Sales team training hours |
| **Leading** | **C&C Values** | Coaching time spent by leadership |
| **Leading** | **C&C Values** | Employee satisfaction |
| **Leading** | **Portfolio curation** | Minimum number of customer segments |
| **Leading** | **Portfolio curation** | Number of sales leads |
| **Leading** | **Portfolio curation** | RTM model/Journey plan compliance |
| **Lagging** | **Brand building** | Promotion incrementality |
| **Lagging** | **Brand building** | % of C&C sales from priority 3PY brands |
| **Lagging** | **Broad routes to market** | Customer acquisition cost |
| **Lagging** | **Broad routes to market** | Quota success rate / % OTE achieved |
| **Lagging** | **Cross-cutting** | Spend vs budget compliance |
| **Lagging** | **Cross-cutting** | Compliance to guardrails (e.g. price, promo) |
| **Lagging** | **Customer experience** | Ave visits per customer |
| **Lagging** | **Portfolio curation** | Average days to sell |
| **Lagging** | **Portfolio curation** | Inventory carrying cost |



