**ROLE PROFILE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role Title** | **Area Sales Manager** | **Location** | **Field Based** |
| **Business Unit** | **Commercial** |  |  |
| **Reports to Role Title** | **Regional Sales Manager** |  |  |

|  |
| --- |
| **PURPOSE** |
| To deliver strategic profitable growth within the On Trade through driving business development opportunities across all product categories and targeted trade investment. Proactive leadership of key groups to drive strategic growth of accounts and develop opportunities and business streams. |
| **CORE ACCOUNTABILITIES** |
| * Utilise your brand, portfolio & category awareness to develop new and existing accounts
* Liaise with customers to improve offering and make sure every meeting is time well spent maximising their sales performance
* Manage budget spend to ensure maximum profit return within your region. To do this, you will drive volume & distribution whilst working to retention targets
* Ensure customers are trading within agreed credit terms and limits, getting involved when negotiations are required from an accounts/ finance perspective
* Always maintain a professional approach to sales & account management, delivering a best-in-industry customer service experience
* Build strong partnerships and trust with key suppliers, ensuring that you maximise “best in class” support.

KPIs* Margin, revenue, volume & distribution targets
* Partnership Supplier distribution targets
* Build strong relationships with customers, internal stakeholders to benefit the business
* Maintain and grow business with existing customers
* Identify new business opportunities and drive growth
 |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| **INTERNAL*** On Trade Director
* Leadership Teams / Regional Sales Managers
* Commercial finance
* Channel Strategy & Planning
* Marketing
* Brands Dispense
* Credit control team
* Depot network

**EXTERNAL*** Key Customers / owners
* 3rd Party Brand owners
 |
| **KNOWLEDGE / EXPERIENCE / SKILLS** |
| * Proven track record in a fast-paced field sales role
* FMCG experience preferable
* Strong core sales skills including influence, negotiation, problem solving
* Strong numeric and analytical skills
* Commercial mindset
* Ability to build and develop strong working relationships at all levels both internally and externally
* Excellent communication and presentation skills
* Results and solution focussed
* Excellent time keeping
* Ability to maximise productivity through prioritisation, time management and organisation
* Ability to quickly adapt to a varied and changing market environment
* Ability to develop viable commercial solutions in response to opportunities
 |
| **TECHNICAL / BEHAVIOURAL / PERSONAL COMPETENCIES** |
| * Experience within field based sales role
* Excellent IT skills including all MS office programmes, and reporting using Excel
* Experience of CRM and journey plan compliance

**Role Requirements** * Full driving licence
 |
| **BUSINESS SPECIFIC REQUIREMENTS (Optional Section)** |
| * WSET2 preferable
 |
| **OPERATING ENVIRONMENT & CONTEXT:****TRAVEL & OTHER REQUIREMENTS*** Field based sales role in Northern Ireland on trade
* May require occasional trips to UK or ROI
 |
| **ROLE DIMENSIONS** |
| No of Direct Reports |  | Financial Impact (Direct) |  |
| Total Team Size |  | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |