|  |  |  |
| --- | --- | --- |
| Job Title: Territory Manager Wines – On Trade**ROLE PROFILE** | **Job Holder:**  | **Reports to: Wine Sales Manager TNI** |
| **Location: Hillsborough. NI travel only** | **Location Type: Field Based Role**  | **Direct Reports: N/a** |
| **Company Car Required** | **Salary Negotiable** | **Bonus - Sales, TNI Performance Based**  |
| **Purpose:**  To manage sales activity within an allocated territory to successfully drive the brand portfolio, volume, profitability and brand distribution targets in line with the company business plan. |
| KEY RESULT AREAS | **KEY PERFORMANCE INDICATORS** | **SKILLS & EXPERIENCE** |
| * Achieve agreed business objectives for TNI within agreed timeframes and in line with company goals with a particular focus on sales and distribution targets – focus on role will be both draught beer and wine
* Successfully develop and execute wine opportunities within the restaurant and food led market segment
* Manage and maintain customer relationships to maximise profitable growth in territory
* Formulate, action and evaluate business development plans, tailored to individual customers to develop mutual business needs, liaising with appropriate internal customers to deliver business objectives
* Actively develop and optimise journey plans and ensure call cover plan for all targeted customers within territory
* Ensure full implementation of structured pricing and other trading agreements
* Actively manage customer credit to ensure overdue debts are met
* Identify opportunities to grow and secure new business; target, evaluate and compile investment applications
* Strengthen relationship with customers via consultative selling approach with product, placement and promotional advice
* Daily updates on customer product compliance, outlet grading and universe data.
* Record all calls and customer activity on CRM
* Ensure all negotiated promotions and visibility drives are fully in place for specific periods in all outlets of nominated key customers.
* Liaise with the Trade Marketing as part of the on trade development plan.
* Successfully present business presentations to customers including portfolio selling, profit awareness and category management benefits.
* Complete agreed reports in line with KPIs and management requirements as well as good usage of all role related technologies.
* Proactively review performance of investment accounts in the area and implement action plans as required

**Dimensions:** Direct responsibility for all assigned calls in territory as well as performance of the territory in its totality | * Full compliance on product listings and brand visibility in all licensed premises in the territory.
* Brand Distribution target achievement, across the extended company portfolio (beer, cider, wine, spirits, soft drinks, waters)
* Achievement of monthly volume/sales targets.
* Promotions fully in place for agreed periods with all relevant support items/POS in place.
* Effective journey plans are in place for the territory.
* Conduct customer reviews and ensure that business presentations to customers are carried out with successful outcomes and results.
* Ensure overdue targets are achieved and payments collected is in line with company credit terms.
* Development of customer relationship and retention of customers.
 | * Ability to sell effectively maximising the full portfolio
* Ability to influence, negotiate and build relationships
* Excellent communication and presentation skills
* Good commercial acumen
* Ability to recognise customer issues and develop viable commercial solutions in response
* Ability to maximise resources through effective prioritisation, time management and organisational skills
* Team player who is comfortable working on own initiative
* Results driven approach
* Knowledge of compliance/auditing
* Third level education desirable or at least 5 years’ experience in FMCG sales role
* Must be minimum 3rd level qualified under the Wine and Spirit Education Trust (WSET)
* Full driving licence.
* Competent IT skills
 |