



Job Description

POSITION TITLE	Area Manager - Sales (Off & On Premise)	
DEPARTMENT	Domestic Sales	
DATE EFFECTIVE	May 2009	
REPORTS TO	Sales Manager	
ROLES REPORTING DIRECT	N/A	
KEY RELATIONSHIPS	State Sales Manager, Key Account Customers, Internal Sales Support & Administration Staff, Warehouse Support Staff	
COMPANY OBJECTIVES		
<ul style="list-style-type: none"> To strive towards the achievement of the DBW Company Statement, in particular the Company's culture of INTEGRITY, FLEXIBILITY, COMMUNITY AND OPENNESS. To actively contribute to the Company's Business Drivers of OUR PEOPLE, PROFITABILITY & SUSTAINABILITY, BRAND HEALTH, GLOBAL BUSINESS, INNOVATION AND TECHNOLOGY, CORPORATE GOVERNANCE AND RISK MANAGEMENT. 		
PRIMARY OBJECTIVES		
<ul style="list-style-type: none"> The Area Sales Manager is responsible for maximising sales and profit growth in assigned accounts and territory through planning, organisation and control via selling and merchandising efforts. The Area Sales Manager will ensure that the execution of his / her responsibilities are in accordance with the policies and culture of De Bortoli Wines. 		
MAJOR RESPONSIBILITIES		
KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
Sales Account Management	<p>Develop strong relationships to explore, deliver, add value and maintain minimum service levels for management of all assigned accounts.</p> <p>Achieve monthly objectives in areas including sales volume, inventories / shelf management, merchandising, promotion, pricing, new listings, WOTM or feature product promotions and new accounts</p> <p>Plan coverage in consultation with Sales Manager and customers to provide quality service levels and maximise sales potential.</p> <p>Establish quarterly new business targets with Sales Manager.</p> <p>Delivery of business solutions for customers and their clients that add value and increase sales for both parties.</p>	<p>Sales Volume.</p> <p>Call rate as per account distribution.</p> <p>Account Set up.</p> <p>Space and location.</p> <p>Inventory management.</p> <p>Pricing and promotional achievements versus objectives.</p> <p>Quality of basic business management functions i.e. analysing, planning, organising, controlling, executing, inspecting and negotiation skills.</p> <p>Customer feedback.</p> <p>Achieving set KPI's.</p>

Budgeting	<p>Preparation and presentation of sales budget to De Bortoli Sales Manager.</p> <p>Control expenditures throughout the year.</p> <p>Coordinate and control De Bortoli brand advertising budget for client in consultation with State Sales Manager.</p>	End of year reporting.
Education	<p>Carry out in store training for clients staff and management on core range of products i.e. wine tastings and workshops.</p>	Customer evaluation and feedback.
Core Values	<p>Develop an in-depth knowledge and understanding of the De Bortoli Wines business.</p> <p>Promote De Bortoli culture to internal and external customers.</p> <p>Attend and contribute during period sales meetings.</p>	Demonstration of company values in business interactions (internal & external)
Administration	<p>Maintain accurate account records for each assigned retail outlet.</p> <p>Preparing and submitting weekly call reports.</p> <p>Collation and some analysis of sales and business related data.</p> <p>Communicating all ideas, information observed during in store activities to the appropriate sales managers.</p> <p>Maintenance condition and cleanliness of company vehicle.</p>	<p>Quality and timeliness of administration and reports.</p> <p>Ensuring that the weekly report is submitted on time each week.</p> <p>Quality of communications and recommendations to the Sales Manager.</p>
Marketing	<p>Securing optimum shelf space for products and continually striving to improve space and merchandising position.</p> <p>Ensuring adequate inventories for promotional and pre selling promos of products i.e. special displays executed in all assigned retail outlets.</p> <p>Maximising the use of all POS material.</p> <p>Checking retail pricing and ticketing for accuracy.</p> <p>Coordinate the production of price lists for retailers and consumer catalogues.</p> <p>Develop wine list layout or store layout/ranging and content in consultation with customer.</p> <p>Development of in stores incentive programs for venue staff and their management.</p> <p>Assist in writing business proposal/submissions and preparing & conducting business reviews.</p> <p>Coordinate and be available for any special exhibition opportunities i.e. wine tastings, trade shows.</p>	<p>Category Management – Ensure that marketing plan is developed in stores and supports product range.</p> <p>Innovation – innovative concepts adapted to improve rapport, sales, volume and brand visibility as measured.</p> <p>Increased sales volume.</p>

Stock Control	<p>Manage car stock, tasting stock and check venues for stock rotation and out of date stocks. Maintaining contact with the warehouse / office i.e. special orders.</p> <p>Maintain contact with the warehouse and administration team on stock availability, vintage changes and special orders</p>	<p>Stock rotation detailed on customer record card.</p> <p>Car stock inventory par levels.</p> <p>Awareness of vintage changes and stock availability at all times</p>
Promote safe attitudes and work practices	<p>Comply with all OH&S policies and procedures. Wear Personal Protective Equipment (PPE) as specified.</p> <p>Report all accidents, near misses and unsafe work practices/hazards to your Manager/Supervisor.</p> <p>Maintain all equipment to a safe working standard.</p> <p>Work in a manner which is compliant to OH&S</p>	<p>Compliance with Company policies and procedures.</p> <p>Incidents reported in accordance with Company procedure.</p> <p>Maintenance schedules adhered to at all times.</p>
If the Area Manager is required to call on Chain stores	<p>Stock Control – Liaise with National Account Managers, Office and Warehouse staff on special orders ie allocations for advertised promotions.</p> <p>Administration – Communicate chain store activity with State Sales staff to assist with account servicing outside the metropolitan area.</p>	<p>Stock in place in time for activity or advice on issues communicated in a timely manner.</p> <p>Utilise information as issued ie Monthly Promotional Updates, Range Lists ect.</p>

SELECTION CRITERIA	
<p>Essential Criteria</p> <ul style="list-style-type: none"> • Minimum 3-5 years of sales experience with demonstrated ability to work with retailers. • Merchandising experience with core products sold in retail stores. • Ability to develop administrative, managerial and problem solving skills. • Strong negotiation skills. • High self-motivation. • Understanding of the industry and wider marketplace. • RSA Certificate • Possess a current motor vehicle licence • Basic computing ability ie email, spreadsheets, word processing 	<p>Desirable Criteria</p> <ul style="list-style-type: none"> • State trade and market knowledge • A university degree or equivalent is preferred, with a VCE/HSC or equivalent as minimum. • Middle/Senior Management experience in a retail/hospitality/customer service industry. • Highly developed consultive and relationship building skills • Experience with achieving budgeted targets

Employee :

Manager :