

POSITION TITLE	Sales Representative - Chains	
DEPARTMENT	Sales	
DATE EFFECTIVE	Current	
REPORTS TO	Sales Manager	
ROLES REPORTING DIRECT	N/A	
KEY RELATIONSHIPS	Sales Manager, State Sales Manager, National Account Manager, National Account Executive, customers, internal sales support & administration staff, warehouse support staff	
PRIMARY OBJECTIVES		
<ul style="list-style-type: none"> To assist in achieving budgeted sales targets for assigned Chain Store accounts via selling and merchandising efforts ensuring compliance with ranging and promotional activity Maximise sales and profit growth through planning and organisation 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
Account Management	<p>Establish positive relationships with assigned accounts</p> <p>Achieve monthly objectives in areas including sales volume and inventories management</p> <p>Plan and maintain suitable coverage levels of assigned accounts to provide regular customer contact</p> <p>Maintain a monthly run sheet using this as a basic call plan</p> <p>Maintain daily run sheet and weekly reports as required</p>	<p>Sales volume</p> <p>Inventory management</p> <p>Quality of basic business management functions i.e. analysing, planning, organising, controlling, executing, inspecting and negotiating</p> <p>Call rate as per account distribution</p> <p>Customer feedback</p> <p>Submission rate</p>

Administration	<p>Maintain accurate records for each assigned account</p> <p>Collation and analysis of sales and business related data via written reports when requested</p> <p>Communicate relevant ideas and market intelligence to the appropriate Sales Manager</p>	<p>Accuracy and maintenance of customer record cards</p> <p>Quality and timeliness of administration and reports</p> <p>Quality of communications and recommendations to the Sales Manager</p>
Budgeting	Control of expenditures throughout the year	End of year reporting
Core Values	Develop an in depth knowledge and understanding of De Bortoli Wines	
Stock Control	Management of car stock and sample account	Car stock and sample account inventory par levels
Sales and Marketing	<p>Secure optimum shelf, fridge and floor space and continually strive to improve effectiveness of distribution across the De Bortoli portfolio</p> <p>Maximise the use of all POS</p> <p>Negotiate for adequate stock weight and secure merchandising opportunities, to support promotional programmes</p> <p>Conduct and be available for any special exhibition opportunities – wine tastings/fairs, trade shows</p> <p>Set periodic goals/targets for assigned territory</p> <p>Attend period sales meetings</p>	<p>Number of existing and new distributions</p> <p>Number of merchandised floor displays and fridge positions in assigned outlets</p> <p>Innovation – innovative concepts adapted to improve rapport, sales volume, and brand visibility</p> <p>Increased sales volume</p> <p>Number of wine tastings/fairs conducted</p> <p>Attainment of periodic goals/targets for assigned territory</p> <p>Customer evaluation and feedback</p>

Self Management	Maintain a clean and neat personal appearance Maintain and operate the company vehicle in a responsible manner	Suitable business presentation Regular servicing and condition of company vehicle
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SELECTION CRITERIA	
<p>Essential Criteria</p> <ul style="list-style-type: none"> • Sales experience with demonstrated understanding of the Liquor Retail Industry and FMCG retail principles • Excellent oral and written communication skills • Highly self motivated and enthusiastic • Ability to work in a team environment • Administrative, managerial and problem solving skills • Travel may be required • Hold a valid driver’s license • RSA Certificate 	<p>Desirable Criteria</p> <ul style="list-style-type: none"> • Management experience in a retail/hospitality/customer service industry • Product and market knowledge within the wine industry • Highly developed consultative relationship building skills • Tertiary sales/marketing qualifications • Experience with achieving budgeted targets

Employee Name: Signature:.....

Manager Name: Signature:.....