

Position Classification: Operational/Technical/Experienced

Responsible for: Achieving budgeted sales targets for an assigned territory via selling and merchandising efforts and maximising sales and profit growth through planning and organisation. Ensuring that the execution of his / her responsibilities are in accordance with the policies and culture of De Bortoli Wines.

Leadership/Business influence: Minimal supervision, working independently/proficiently.

Reports to: Sales Manager

Supervises: N/A

Main Functions and Activities

Account Management

- Establish positive relationships with assigned accounts and identify and develop potential new accounts
- Achieve monthly objectives in areas including sales volume and inventories management
- Plan and maintain suitable coverage levels of assigned accounts to provide regular customer contact
- Maintain a monthly run sheet using this as a basic call plan
- Manage the collection of outstanding monies

Measures - Sales volume. New account set up. Inventory management. Quality of basic business management functions i.e. analysing, planning, organising, controlling, executing, inspecting and negotiating. Call rate as per account distribution. Payment by debtors within trading terms. Customer feedback.

Administration

- Maintain accurate records for each assigned account
- Collation and some analysis of sales and business related data via written reports when requested
- Communicate relevant ideas, and market intelligence to the appropriate Sales Manager

Measures - Accuracy and maintenance of Customer Record Management (CRM) system. Quality and timeliness of administration and reports. Quality of communications and recommendations to the Sales Manager.

Budgeting

- Control of expenditures throughout the year

Measures - 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

Measures - Car stock and sample account inventory par levels.

Sales and Marketing

- Secure optimum percentage of wines on lists and continually strive to achieve 'Wine of the Month' promotions.
- Organise 'Winemaker Dinners'
- Secure optimum shelf, fridge and floor space and continually strive to improve distribution across the De Bortoli portfolio
- Maximise the use of all POS
- Ensure adequate inventories of stock and secure merchandising opportunities, to support promotional programmes
- Conduct and be available for any special exhibition opportunities – wine tastings/fairs, trade shows
- Set periodic goals/targets for assigned territory
- Attend period sales meetings

Measures - Number of existing and new distributions. Number of 'Wine of the Month' promotions, wine lists and winemaker dinners. Innovation – innovative concepts adapted to improve rapport, sales volume, and brand visibility. Increased sales volume. Number of wine tastings/fairs conducted. Attainment of periodic goals/targets for assigned territory. Customer evaluation and feedback.

Self Management

- Maintain a clean and neat personal appearance
- Maintain and operate the company vehicle in a responsible manner

Measures - Suitable business presentation. Regular servicing and condition of company vehicle.

Internal contacts: Sales Manager, State Sales Manager, key account customers, internal sales support & administration staff, warehouse support staff.

External contacts: External Customers.

Essential Capabilities and Experience

- Sales experience with demonstrated understanding of the On Premise industry
- 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

Desirable Capabilities and Experience

- Middle/Senior 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

Incumbent Name: _____

Signature: _____

Date: _____

Managers Name: _____

Signature: _____

Date: _____