

ROLE PROFILE

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|-----------------------|-----------------------------|------------|----------|
| Role Title | Sales Account Manager | Location | London |
| Business Unit | Commercial – On Trade Sales | Job Family | On Trade |
| Reports to Role Title | Director of Sales - London | Sub Family | Sales |

PURPOSE

London based Sales Account Manager responsible for maintaining existing customers with a focus on new business in this geographical area. From time to time the successful applicant will need to be available to travel to visit producers with colleagues or customers.

CORE RESPONSIBILITIES AND PROCESSES

- Growing and maintaining current business in restaurants, brasseries, pubs & hotels and the general on-trade in designated territory
- Attending and organising tastings with and for customers
- Maintaining customer relationships (both current and future)
- Keeping all Bibendum databases up to date
- Working very closely with internal sales people and the Business Development team to maximise opportunities
- Playing a role in developing and ensuring compliance to contractual obligations
- Managing the business ledger, working closely with the credit control team
- Developing sales of artisan wines and agency spirits and beers
- Maintaining wine knowledge
- Working with external brand owners and agencies to maximise the opportunities within accounts

CROSS FUNCTIONAL CONTACT

Internal: Credit Control, Customer Marketing, Buying Team, Sales Operations, Customer Care, Training Team, Spirits Development, Trade Sales, Supplier Managers

External: Maintaining the established relationships with the inherited customer base along with developing & nurturing new business contacts.

COMPETENCIES / EXPERIENCE / SKILLS

- Preferable to have field sales experience, preferably in the wine, spirits & beer sector, or relevant managerial experience in London on-trade
- Well networked and respected amongst clients and peers
- Able to take ownership of projects and be very results focused
- Have spirits knowledge and experience
- Good wine knowledge (minimum WSET Advanced Level 3 or equivalent)
- Excellent negotiation skills
- Logical, organised and self-motivated approach as well as an eye for detail
- Clear and demonstrable understanding of costing calculations, budgets, margin
- Good computer skills (especially Excel, PowerPoint)
- Self-sufficient and the ability to work independently yet within company procedures

QUALIFICATIONS/ATTRIBUTES

ESSENTIAL: • Level 3 WSET is a minimum requirement

PREFERRED: • Degree level or WSET Diploma

| ROLE DIMENSIONS | | | |
|----------------------|---|------------------------------------|--|
| No of Direct Reports | 0 | Financial Impact (Direct) | |
| Total Team Size | 7 | Financial Impact (Indirect) | |
| No of Locations | | Other/ People Manager (yes/ no) | |

Back Office Use only:

| | | | | | |
|-------------------|--|--------------|--|-----------------------|--|
| Cost Code | | Reward Level | | Grade (if applicable) | |
| Salary Survey Ref | | Career Level | | Date Created | |
| Salary Min | | Salary Mid | | Salary Max | |