# Role Profile: Regional Sales Manager – TNI

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| Job Title: Regional Sales Manager – Tennents NI  | **Job Holder: tbc** | **Reporting to: Sales Director**  |
| **Purpose**: To Lead, Manage and continually develop a structured team of 4 Sales Reps to ensure all KPI’s are achieved, full team and individual potential is realised |
| Key Result Areas | Key Performance Indicators | Skills & Experience |
| * As a member of the Commercial Management Team, contribute to the development of the TNI Sales strategy to maintain and develop on-trade sales opportunities and increase distribution & profitability for the beer, cider and wine portfolio.
* Lead, monitor and develop the Area Sales and Commercial Account teams to ensure competent and capable resources with the ability to develop and maximise quality new business volumes.
* Ensure the loan book return is maximised through effective trade lending and targeted pipeline conversion.
* Manage the development and implementation of a commercial sales plan for the defined region ensuring delivery of key agreed volume and margin targets aligned to the Commercial and Company strategic direction.
* Drive the management and monitoring of the Customer Based management system, proactively focusing sales efforts on key potential customers to optimise sales opportunities and growth of business ensuring adherence to journey plans.
* Identify, recommend and drive the implementation of key commercial business initiatives to increase sales opportunities and optimise profit growth
* Define, manage and monitor regional sales and promotional budget costs and overheads.
* Establish, agree and monitor individual and regional activity and performance measures/standards to optimise sales and performance in line with annual targets.
* Lead, monitor and develop the Regional Sales Team to ensure competent and capable resources with the ability to develop and maximise quality new business volumes.
* Develop and consolidate highly effective business relationships with key on-trade representative groups and key on-trade accounts to enhance product recognition, optimise sales opportunities and negotiate with key large account deals.
 | * Satisfaction of Sales Director in terms of:
	+ Achievement of:
		- EBIT
		- Business Volumes
		- Achievement of key targets
	+ Business Development and initiatives
	+ Commercially viable opportunities
	+ Contribution to strategic direction
	+ Regional growth targets
* Budgets within target
* Retention and development of key large accounts
* Competent and effective Sales Teams
* Effective use of resources
* Satisfaction of customers
 | * 5-10 years business experience working within the licensed

trade/sales/retail environment * Experience of working at a senior management level, contributing to the development and delivery of sales strategy.
* Successful track record of:
	+ Managing regional sales team
	+ Driving and delivering leading edge performance culture
	+ Developing viable and commercial sales opportunities
* Ability to contribute at a senior manager level both internally and externally.
* High level knowledge of:
	+ the licensed trade, on-trade market structures and competition
	+ Customer based management systems
* Strong business acumen with drive to deliver
* Ability to retain, grow and nurture relationships with key industry figures.
* Team player who is comfortable working on own initiative.
* Must have a strong desire for success and pursing professional development.
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| Key Result Areas | Key Performance Indicators | Skills & Experience |
| * Maintain a strong awareness and understanding of the alcohol and licensed trade market to ensure business plans and practices adequately reflect market and consumer changes and anticipate any potential risks.
* Identify sales volume/value growth opportunities through the analysis of customer and market performance information/data.
 |  | * Excellent skills in:
	+ Problem solving and decision making
	+ Data and information analysis
	+ Selling and negotiation
	+ Budgetary and financial management
	+ IT and presentations
	+ People Management
	+ Coaching
	+ Performance management
	+ Communication and presentation skills
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| **Dimensions**: Regional Sales Manager. Role based on Territory in Tennents NI. Region TBC. Team of 4 Reps  |