



JOB DESCRIPTION

Job Title **Territory Manager**

Department **Sales**

Location **Field based**

Overview of role

A Territory Manager is responsible for managing new and existing customers in a designated geographical area to grow business and meet turnover and profitability targets. A Territory Manager will be able to persistently explore and uncover the needs of potential and existing customers, and understand how our range of product offerings can grow customers' success.

Duties & responsibilities

Current accounts

- Manage and develop existing business by developing active customer plans which provide marketing and promotional support, training and other relevant initiatives which will ensure customer retention and, where relevant, increase Enotria&Coe's share of their business.
- Be responsible for all the accounts in the given area.
- Ensure an appropriate level of service is given to each customer, based on the service level agreement, and intervene to ensure any issues are addressed.
- Visit accounts at an appropriate frequency for their value to ensure customer retention rates are maintained.
- Maximise the value of the account through pricing versus volume trade-offs.
- Grow the portfolio listings, including category conversions and new product introductions.
- Provide product advice to the account, including choices to maximise consumer value, appropriate menu structure, product portfolio management and product quality differentials.
- Organise and coordinate tailored services and engage category expert support to deliver the services.

New business

- Draw on new business leads for the region during key tenders.
- Share customer leads in a cooperative and proactive manner in order to ensure the best possible business impact.
- Identify and secure new customers through building relationships, constructing and presenting a motivating proposition bespoke to each prospect, and back it up with a commercial deal appropriate to the scale and potential of the customer which meets margin expectations for that category of customer.



General

- Achieve financial targets, whilst planning to exceed targets.
- Prepare and present proposals to current and potential accounts.
- Provide the relevant departments on-going volume forecasts in a timely manner for all key group customers as-well as details of promotional lines, list changes etc. for key customers in order to ensure stock availability.
- Work proactively with the Marketing department on how to develop and present Enotria&Coe, both in a pitch situation and to improve the Company's on-going point of difference versus competition.
- Work with the Finance department on all commercial and analytical aspects of customer management and to work closely with the Credit Control team to minimise bad debts, which are deducted from margin for performance evaluation and bonus calculation.

Person Specification

	<i>Essential</i>	<i>Desirable</i>
Qualifications/ Training	<ul style="list-style-type: none"> • Good education • WSET Level 3 or equivalent qualification 	<ul style="list-style-type: none"> • WSET Level 4 or equivalent qualification
Knowledge/ Experience	<ul style="list-style-type: none"> • Minimum 2 years in a similar role in the drinks industry • In-depth industry expertise • Spirits knowledge would be preferable 	<ul style="list-style-type: none"> • Experience in delivering training or carrying out tastings
Skills/ Abilities	<ul style="list-style-type: none"> • Great influencing and communication skills • Excellent commercial awareness • Strong selling skills with an ability to build relationships • Proven negotiation skills and ability to close deals in a timely manner • Good PC skills • Self-motivator with a pro-active attitude • Strong presentation skills • Understanding of the various 'levers' available to add value to, and invest in, customers • Understanding of margin management • Excellent attention to detail and accuracy • Strong communication and organisational skills • A team player 	