

SuccessMap™

Company: SouthTrade International

Position: On Trade Sales Manager

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Position Title:	On-Trade Sales Manager
Reports To:	Sales Director
Reason for Position:	To ensure sales objectives and training requirements within for Brisbane, Melbourne and Sydney key precinct on-trade venues are met whilst maintaining the growth and success of the portfolio.
Key Challenges	<p>SouthTrade is an emerging leader in the spirit distribution market that has a solid portfolio of famous liquor brands, strong financial performance and a talented team of industry professionals.</p> <p>The business has proven success in launching new products into the Australian market. They have excellent sales, marketing and distribution capability and a sound investment in the education and training of bartenders and mixologists.</p> <p>A recent restructure within the sales team has led to a territory shift and the introduction of an On-Trade Sales Manager position. This role is designed to increase the focus and education in the on-trade to create demand and pull through to the off-premise channels.</p> <p>An initial challenge for the On-Trade Sales Manager will be developing an understanding of the precincts in Brisbane, Melbourne and Sydney, key influencers and the market segmentation. To achieve this the three Precinct Sales Executives reporting to this position will need to spend a considerable amount of time out in the trade following up with venues to build rapport to gain the market intelligence required to service each venue appropriately.</p> <p>The territories in each state will cover upmarket bars, restaurants, small bars/laneways and influential venues. Understanding the segmentation and consumer/customer trends of each will be essential to maintaining existing brand presence and to establish a channel for new product introductions such as craft brands specific to the venues.</p> <p>Success in this position will come from ensuring that a sales strategy is clearly articulated for the three states and segmented to state/individual level.</p> <p>The sales team will need to have a solid understanding of the brands within the SouthTrade portfolio as this role will be responsible for ensuring that the sales team are delivering bar trainings within the precinct territory. This will require the successful candidate to work closely with SouthTrade’s inhouse Training Department to research and develop content and training techniques specific to venue requirements.</p> <p>Key to success will be the ability for the On-Trade Sales Manager to hit the ground running and quickly develop an understanding of the brands within the SouthTrade portfolio, the venues within the precinct territories coupled with the ability to build credibility with key influencers and strengthen connections.</p>

COMMITMENT	EMPLOYER	SUCCESSFUL CANDIDATE
<p>Investment Period (3 - 6 months)</p>	<p>Feedback on performance</p> <p>On-the-job Coaching Support</p>	<p>Is demonstrating the technical knowledge of the role, solid selling skills as well as the ability to multi-task and prioritise effectively.</p> <p>Is showing strong communication skills and is out in the trade with the sales team in each state. Supporting their presence and building a sound foot print of market intelligence by venue in Brisbane, Melbourne and Sydney.</p> <p>Has effectively communicated sales strategy to the direct reports and the broader sales team. Is working closely with the East Coast Field Sales Manager to ensure activities are coordinated and cross training is occurring when needed.</p> <p>Has a solid understanding of the Southtrade portfolio and is working with training manager and the direct reports to identify unique selling points by product.</p> <p>Has completed all FDM modules.</p> <p>Is ensuring the direct reports are attending to their required sales calls per cycle period. Budgeted revenues for allocated Sales Territories are trending positively.</p> <p>Is achieving set SCB marketing promotional activities across Brisbane, Melbourne and Sydney. Is ensuring that agreed initiatives and CRM maintenance are current and that quality information is entered in to the CRM system.</p> <p>Is starting to coordinate training needs within each precinct territory and is working with the National Training Manager on delivering training.</p> <p>Is developing technical knowledge of workplace systems such as Stay Infront (CRM System), Citrix, Wholesale Web Portals etc.</p> <p>The sales team are demonstrating a disciplined approach to CRM utilisation and information management.</p>

COMMITMENT	EMPLOYER	SUCCESSFUL CANDIDATE
Investment Period (3 - 6 months continued)		<p>Is ensuring that contact details for venues in portfolio are up-to-date within CRM System.</p> <p>Reporting requirements are being completed on time and to a high quality.</p> <p>Is on time for team meetings and actively contributes and participates in the sharing of market intelligence. Is supportive of team members particularly when assistance for promotional activities or training is required.</p> <p>Is ensuring that the direct reports are motivated and are displaying high achievement drive through a can-do attitude, a visible willingness to learn and understand the customer base and are working some evenings and on weekends to cover on premise responsibilities.</p> <p>Is supporting the direct reports when challenges and customer issues are escalated.</p> <p>Has a sound understanding of how Southtrade generates profit from the on-trade market and is educating the direct reports on how to maximise gross profit and meet volume targets.</p>

COMMITMENT	EMPLOYER	SUCCESSFUL CANDIDATE
Payback Period (6 - 12 months)	Support where needed Professional Selling Skills Training Feedback on performance	<p>Is across all key influencers in Brisbane, Melbourne and Sydney and is ensuring that the sales team are achieving their KPI's and budgets.</p> <p>Is ensuring that each direct report has a sales cycle calendar and is effectively managing their territory.</p> <p>State targets and territory volumes are being achieved.</p> <p>Distribution across each precinct territory in Brisbane, Melbourne and Sydney are growing in line with budgets and forecasts.</p> <p>Direct reports can demonstrate a solid understanding of product knowledge and competence in delivering bar trainings.</p> <p>Is ensuring that direct reports have visited brand distilleries to deepen knowledge of each brand.</p> <p>Is driving the commercial thinking around sales promotions and who to target to exploit untapped opportunities within the customer base. Is able to call on information from the CRM to drive action.</p> <p>Marketing activations (SCBs) are being effectively managed and the right customers are being targeted.</p> <p>Has built a high performing team who openly share product knowledge and information to help the field sales team in their activities where needed.</p>

COMMITMENT	EMPLOYER	SUCCESSFUL CANDIDATE
Payoff Period (12 - 24 months)	Additional training as required Presentation Skills Training Succession Planning	<p>Is exploring opportunities for a total category opportunity that includes the broader portfolio of products (alcoholic and non-alcoholic). Is displaying a creative solution sell to the customer base.</p> <p>Is targeting new points of business to increase distribution.</p> <p>Is making recommendations on promotional activities and is investigation options to have joint promotions between venues and SouthTrade.</p> <p>Has streamlined non-value-added administrative tasks to reduce time investment.</p> <p>Is being groomed to further develop to take on additional responsibilities.</p>

KEY SUCCESS FACTORS	DEFINITIONS
Business Strategy	An experienced sales strategist skilled in assessing the market conditions in which the business operates. Accepts that strategy implementation is reliant on a constructive sales culture and effectively manages the right levers to motivate the sales force to achieve business objectives.
Change Management	Experienced in driving strategic change within a sales organisation. Skilled at communicating the need for change and ensuring the commitment of the whole organisation. Supports and encourages others to seek opportunities for innovative approaches to addressing problems.
Commercial Acumen	Strong financial and commercial management skills. Ensures goals, budgets, and targets are implemented in alignment with brand strategy. Ensures KPI's for brand activity are analysed and reported on within 3 months of activity completion. Consistently shows efficiency of spend improving on marketing activity.
Communication Skills	Clearly conveys information and ideas through a variety of media to individuals and groups in a manner that engages the audience and helps them to understand and retain the message. Can extract information to improve the communication process and provide valuable feedback in a constructive way. Is a skilled listener and has the ability to ask quality questions and encourages understanding.
Goal Setting	Sets goals for self and others. Is not discouraged when circumstances change and goals need to be amended. Displays pride and ambition.
Leadership	Actively models the values of the company and is able to provide a vision, structure and direction to others. Is skilled in engaging others in the future direction of the organisation, solving problems, and making sound decisions for the future of the organisation. Demonstrates a belief in the company mission is confident and believes in the power of what others can achieve when effectively motivated.
People Management	Effectively manages sales team to ensure they are achievement focused and responsive to changing market conditions. Has excellent people skills and inspires confidence, trust, respect and support. Recruits high calibre people, builds cohesion in the team and ensures that team members work respectfully with all departments.
Planning	Successfully manages one's own time and resources to ensure that work is completed efficiently and establishes a course of action for self and others to follow that provides clarity and direction.
Problem Solving	Seeks to understand root causes of problems and offers ways to overcome obstacles. Looks for ways to enable successful outcomes for all. Works collaboratively to solve issues. Is capable of providing adequate and detailed information and feedback to support decisions and moves from problem, into problem solving quickly.

KEY SUCCESS FACTORS	DEFINITIONS
Qualifications / Experience	Extensive sales experience in mainstream and premium spirit brands. Strong people leadership and key account management. Understands the “push” “pull” drivers for demand of premium spirits and knows how to position the product range to ensure maximum leverage for the business.
Resilience	Ability to see setbacks as opportunities. Is able to move past obstacles quickly and looks for ways to overcome problems and challenges. Sees what is possible over what is not possible. Manages personal uncertainties and responds to challenges appropriately.
Selling Skills	Skilled in account managing major clients. Has a proven track record in business generation and effective account management. Strong industry related sales credibility.
Team Work	Regularly engages and interacts with others in the team, openly shares information and knowledge. Works well collaboratively and also individually contributes to the team’s effort. Puts team gains above personal gains and strives to reach team goals.

VALUES	BEHAVIOURS
Achievement	Believes in achieving results. Holds self and others accountable for agreed objectives and accepts responsibility for individual, group and company outcomes. Focuses on profit and strategically important objectives and brings balance to the business.
Resilience	Skilled in managing unexpected events, disappointments and setbacks. Has sufficient achievement drive to remain committed to deliver results and keep commitments. Recognises personal and team successes, draws on depth of character to go the extra distance when needed.
Team	Develops and utilises collaborative relationships to facilitate the accomplishment of work goals and objectives. Openly shares information and involves others in relevant activities. Is capable of working cross-functionally.

RECRUITMENT TIMETABLE	START DATE	COMPLETION DATE
Advertising and Accepting Applications	Week Commencing 22/10/2018	
Selection Process and First Interviews	Week Commencing 05/11/2018	
Presentation of Shortlisted Candidates	Week Commencing 19/11/2018	
Company Interviews	Week Commencing 26/11/2018	
Testing and Reference Checking	Week Commencing 03/12/2018	
Offer and Acceptance	Week Commencing 03/12/2018	
Proposed Start Date	ASAP	

