

**Position Classification:** Operational/Team Leader/Experienced

**Responsible for:** Achieving budgeted sales & volume targets for the State. On the job & in the field training, coaching & mentoring of Area Managers. Implementing sales & merchandising strategies, structuring all matters of business & territory planning, monitoring daily call rates & ensuring high levels of customer service to maximise sales and profit growth through planning and efficiency. Ensuring that the execution of responsibilities are in accordance with the policies and culture of De Bortoli Wines.

**Leadership/Business influence:** Works collaboratively with supervision from the State Business Manager.

**Reports to:** State Business Manager on a daily basis.

**Supervises:** Lead & manage a team of field sales representatives.

**Internal contacts:** State Business Manager

**External contacts:** Queensland customer base with a prime focus of key groups, key banners & key independent customers.

### Main Functions and Activities

- Establish positive & trusting working relationships with assigned sales team and identify and develop potential opportunities
- Develop & implement effective sales strategies to expand customer base
- Supervise, train, coach & mentor the sales team of Area Managers in a professional manner
- Provide feedback & review the Area Managers service & customer service levels
- Coordinate support & provide budgeted resources required for team to achieve set KPI's
- Achieve monthly Team objectives in all areas including sales, volume and inventory management
- Plan and maintain weekly/fortnightly/monthly field trips of assigned Area Managers staff to provide on the job sales development, training & coaching ensuring regular customer contact & service levels
- Provide & maintain accurate reports on staff performance, activities & progress
- Prepare & deliver half yearly staff performance reviews linked to our bonus system

- Monitor Forte Rhino CRM System to determine teams adequate rate of calls
- Prepare educational & insightful sales meetings to assist with Area Manager development

**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
- Regular inspection of company equipment allocated to sales staff including motor vehicles, phones & IT equipment

**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 & Stock Control

- Control of expenditures throughout the year
- Management of local wholesaler stock levels

**Measures** - End of year reporting.

### 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.

### Core Values & Self Management

- Develop an in depth knowledge and understanding of De Bortoli Wines
- 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.

### Essential Capabilities and Experience

- Sales experience with demonstrated understanding of the On & Off 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
- Regular Travel 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 sales & business building relationship skills
- Tertiary sales/marketing qualifications
- Experience with achieving budgeted targets