

State Head

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Company: United Breweries Ltd.

Location: bangalore

Category: other-general

Role Title State Head
Department Sales
Broad objective of the role Direct and manage the sales and distribution team to plan and execute sales and route to market (RTM) strategies and programs in the concerned state to drive and deliver on assigned targets of turnover, profitability and volume sold
Job scope and responsibilities Sales planning and review
Participate in the development of the sales strategy for the region to understand the annual sales targets (volume sold, turnover, profitability) and corresponding expectations from the concerned state
Leverage market intelligence (understanding of demand, consumer behavior, competitor operations etc.) and provide sales projections to help in the Quarterly and Long-Range planning
Lead the implementation of the regional strategy and sales plan in the state through Primary Sales planning to detail SKUs to be procured per month
Engage with the Manufacturing Ops. team for source planning to optimize cost while ensuring timely delivery vis-à-vis the Primary Sales plan. Coordinate with the concerned brewery to enable prioritization and line-up of production
Finalize and monitor the distribution objectives for the state by area and territory. Provide overview to the sales team to achieve budgeted targets
Review daily sales report and performance for all products. Identify deviation/s, analyze root cause and action plan for timely course correction
Sales operations
Engage with the Head – Regional Sales to earmark budget for the state vis-à-vis last year spends, sales plan, overheads, and costs. Monitor expenditure vis-à-vis the budget and manage deviations (in case of a Corporation market)
Track to ensure timely generation of Purchase Orders by the CNF. Report any backorders and OFS to the CSO on priority
Ensure width of distribution and adequate availability of SKUs across

depots/distributor/wholesaler premises Ensure adherence to excise norms for import of SKUs (if required) Follow up with concerned stakeholders for receivables and settlement of claims Manage activities pertaining to new brand launch in the state such as registration of product, packaging and labels procuring excise approvals for brand manufacture pricing of new product Stakeholder management Build and maintain mutually beneficial relationships both within and external to the organization to ensure achievement of sales objectives Engage with government corporations/distributors/wholesalers to drive increased sales, and identify opportunity to increase visibility and reach of UBL products (in case of a Distributor/Wholesaler market) Assume responsibility for appointment of new distributors/wholesalers and/or change in Share of Business for existing distributors/wholesalers basis performance analysis Engage with the concerned stakeholder (Govt./Distributor/Wholesaler) to negotiate a favorable price (rate contract agreement / MRP) for the product basis ROIs and Margins Regional marketing Work closely with the Regional Trade Marketing Manager to drive initiatives to ensure sales growth in the state through activities pertaining to the consumer Lead BTL planning for the state by conceptualizing activities to maximize sales by optimally utilizing available budgets. Help customize activities by state and oversee implementation Assume responsibility for the timely implementation of trade marketing initiatives Team development Provide coaching, support and leadership to the team and ensure adequate development opportunities for team members to enhance skills Participate in recruitment process to identify the right talent across positions within the function Establish individual performance expectations and regularly review individual performance of the team Take responsibility to ensure that the team imbibes the committed UBL values and culture

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