

## POSITION DESCRIPTION

<b>Position Title:</b>	Territory Manager		
<b>Reporting To:</b>	Field Sales Manager		
<b>Department:</b>	Marketing & Commercial Services		
<b>Supervisory Responsibilities?</b>	No	<b>Review Date:</b>	December 2020

### Position Purpose

Accountable for achieving budgeted sales targets through the acquisition of new business and through the development of effective sales strategies in existing customer base in a defined geographical territory. The Territory Manager will also manage a broad range of sales activities across each of the channels that they service.

### Key Accountabilities

The role will deliver to the business;

1. Grow Sales & Distribution in existing customer base
2. Achieve agreed State and/or territory sales budgets.
3. Develop and maintain relationships with existing accounts.
4. Drive new business opportunities.
5. Execute all brand and promotional strategies.
6. Compliance to Parmalat sales processes and journey planning.
7. Compliance with agreed Perfect store standards.
8. Manage internal and external stakeholders.
9. Management of refrigeration assets to ensure compliance and positive ROI.

Specifically;

- Achieve budgeted volume, revenue and margin targets as per the current year sales plan for the designated territory.
- Build long-term, productive and mutually beneficial relationships with new and existing customers.
- Maintain consistent communication and timely follow-up with customers and prospects and be responsive to customer's real time needs.
- Meet regularly with existing customers and prospects to understand their evolving business needs and to position Parmalat's product solution to meet qualified needs.
- Execute Parmalat "go to market" strategies and deliver trade standards in line with "Perfect Store" guidelines.
- Adhere to Journey Plan process (pre and post call).
- Manage and update Territory Call Cycles and ensure that all customer details are accurate within the company database.
- Adhere to the "PIOPMAR" call process guidelines in all customers.
- Manage store pricing, discounts, credits, rebates and trading terms as required.
- Is proficient with Trade Maths to manage customer/account profitability.
- Manage selling expenses to agreed levels to ensure costs are minimised.
- Develop an in-depth knowledge of Parmalat's core products & utilise to successfully sell Parmalat product solutions to new and existing customers in the assigned territory.
- Continually expand customer understanding and use of Parmalat products.
- Create and execute a territory sales plan that meets or exceeds established sales targets and supports company revenue and profit targets.
- Generate new business base through qualified leads, call centre campaigns & by cold calling within the designated geographical territory.
- Can formulate and conduct professional sales presentations as required.
- Provide accurate market information to management that will impact the achievement of core sales objectives and targets.

- Support other team members where appropriate and share testimonials of success.
- Work effectively with internal support departments (Marketing, Market Activation, Sales Administration, Franchise, Operations) to promote sales and maximise visibility of Parmalat products & services.
- Meet regularly with Franchise to educate on Parmalat plans and planned territory sales activity.
- Complete sales activity reporting and presentations in a timely manner.
- Attend conferences, trade fairs and essential meetings as required.
- Be recognised by customers as Category Champion 1 in 3 in the eyes of the retailer.
- Other duties may be assigned as required.
- Complete all tasks and duties as reasonably requested by your leader.
- Pro-actively seek continuous improvement opportunities within the business.

### Health, Safety and Environment (HSE) Accountabilities

- Promote and participate in the Safety Management System and develop a proactive safety culture.
- Be a role model for working safely and promoting a safe working environment.
- Adhere to safe work procedures and systems in consultation with elected OH&S Representatives and team members.
- Proactively contribute to the identification and resolution of workplace hazards.
- Work safely at all times.
- Comply with all relevant environmental legislative requirements.
- Actively contribute to reducing waste, conserving water and energy and other sustainability initiatives.
- Comply with environmental management systems.
- Actively participate in understanding your environmental responsibilities.

### Leadership Accountabilities (*applicable for all positions with direct reports*)

- Set clear expectations and lead by example. Deliver on your commitments and strive for excellence.
- Give timely and meaningful feedback that is useful and respectful.
- Adopt a positive approach and appropriately recognise effort and results.
- Communicate openly and honestly, sharing information and knowledge.
- Take personal responsibility for the performance and outcomes of your team.
- Drive supportive accountability and engage your people.

### Values and Core Competencies

Our culture is underpinned by a set of common values, which set the standard for employee behaviour. They should be translated into every aspect of work from relationships with customers and colleagues, to the way employees conduct themselves on a daily basis.

Values	Core Competencies	Key Behaviours
<b>Ambition</b>	<ul style="list-style-type: none"> <li>• Performance</li> <li>• Continuous Improvement</li> <li>• People Development</li> </ul>	<ul style="list-style-type: none"> <li>• Set high goals and drive for performance</li> <li>• Seek all opportunities for continuous improvement</li> <li>• Identify areas for developing oneself and others</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Loyalty</li> <li>• Accountability</li> <li>• Tenacity</li> <li>• Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Support positively and protect the company</li> <li>• Account for his/her own activities and accept responsibility for them</li> <li>• Overcome obstacles</li> <li>• Demonstrate an entrepreneurial mind-set</li> </ul>
<b>With Simplicity</b>	<ul style="list-style-type: none"> <li>• Pragmatism</li> <li>• Transparency</li> <li>• Accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Work in a practical and effective manner (with common sense)</li> <li>• Act and communicate with clarity and transparency</li> <li>• Ensure relationships are based on accessibility, modesty and proximity</li> </ul>

## Minimum Requirements

<b>Formal Education and Statutory Requirements</b>	<ul style="list-style-type: none"><li>• Valid driver's license</li><li>• Degree in a Business or Marketing related discipline or other related field or, equivalent work experience</li></ul>
<b>Essential Skills and Knowledge</b>	<ul style="list-style-type: none"><li>• Stakeholder management skills</li><li>• Customer centric selling</li></ul>