



# ROLE DESCRIPTION

## **Regional Sales Manager - Imported Liquor North (Delhi NCR)**

Location - Gurugram, Haryana

CTC - Negotiable

We are looking for a hands-on Regional Sales Manager aged about 32 - 35 years to drive off trade and on-trade growth for premium imported liquor brands across Delhi NCR. You will own GTM planning and execution, lead sales team on the ground and deliver measurable revenue and distribution expansion.

### **Key Responsibilities**

Build and execute territory sales plans and GTM strategies.

lead, coach and manage a team of sales executives and field staff; set targets and monitors KPI's.

Develop and grow both off- trade and on-trade channels.

Drive distribution expansion, secondary sales velocity and availability across key accounts.

Plan and implement trade activation, tasting, events and promotional calendars in coordination with marketing teams.

Forecast sales, manage pipeline and report performance to senior management.

Build strong relationship with distributors, key accounts and trade partners; negotiate schemes and commercial terms.

### **Required Candidates Experience & Skills:-**

3-4 years' sales experience with imported liquor brands in Haryana & Delhi.

Proven track record in both off-trade and on-trade sales within Haryana & Delhi.

Managing and motivating a field sales team.

Strong strategic thinking with an ability to independently create and execute GTM plans.

Excellent negotiation, relationship-building and presentation skills.

Comfortable with regular field travel and working in a target-driven environment.

### **Important Note**

We will consider ONLY those candidates who have current / prior experience in the Alco-Bev domain.