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Geleneksel Kanal Satış Bölge Müdürü - Ankara

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Company: Red Bull

Location: Ankara

Category: other-general

The Distribution Partner Manager's main priority is representing and managing the Red Bull business with assigned Distribution Partners (Distributors and Wholesalers) by developing and agreeing annual business plans, achieving growth, driving Red Bull initiatives, and tracking Key Performance Indicators (KPIs) in line with the company strategy and priorities which lead to an increase in Distribution, Execution and Volume.

Areas that play to your strengths

All the responsibilities we'll trust you with:

Thorough working knowledge of distributors' internal systems and structure.

Understands distributor's hierarchy and has relationships from the top down (Owner to Manager).

Clear understanding of the person responsible and accountable for tasks or programs within DP.

Coordinate regular meetings with distribution partner's teams to communicate company strategy and priorities, review business KPIs, discuss opportunities and threats in the region, run trainings and update sales teams.

Assign sales, distribution, execution, etc. targets to DPs based on business targets (and relevant teams) and follow up on these targets regularly.

Regular Trade Visits with DP Field teams to coach the DP sales team and find distribution and execution opportunities.

Analyze the opportunities in the region, take proper action, and implement as needed.

Ensures DPs fully understand and execute Red Bull execution/merchandising standards.

Implements systems to track and benchmark DPs against key initiatives/goals.

Plan and execute incentive programs in line with company targets to keep sales representatives focused and motivated.

Be a credible beverage business consultant to DPs and customers and act as a category captain by presenting category and Red Bull Potential.

Ensure a sustainable go-to-market (GTM) strategy and structure in the assigned geography.

Manage key customers & local projects

Negotiate with DP management teams to improve Red Bull's business.

Develop with assigned DPs the annual business plans (bottom-up) concerning organization requirements, distribution, volume, investments, and KPIs.

Secures agreement on necessary subjects (distribution build-up by month/channel, sales forecast by SKU/ month/channel/ segments...).

Establishes POS allocation by distributor and coordinates with relevant stakeholders to issue ongoing updates against the allocation.

Set Up the right route to market structure

Plan sales and execute plans

Manage assigned budgets where applicable (Examples: incentive budgets, free goods budgets, POS budgets, and in some cases regional account budgets).

Maintains strong working knowledge of all relevant Red Bull systems.

Proactively uses available reports to maximize all opportunities including competitor intelligence DPs accountable for data submission into Red Bull systems to ensure accurate and timely information.

Manage Risk by taking alternative precautions with a proactive approach by determining the risks that would hamper Red Bull's business.

Share and enforce guidelines about Red Bull inventory policy.

Communicates regularly and works effectively with all internal sales teams (Off-Premise Key Accounts) and marketing teams to secure full alignment of the sales goals with the DP.

Represent the Red Bull brand and values in the best way, including appearance, attitude, and behavior.

Develop competitive intelligence in the respective area.

Develops working knowledge of geographic and demographic areas in assigned geography.

TEAM MANAGEMENT

Manage and monitor DP field teams' performances

Provide execution training, on-the-job training, and coaching to DP and their teams.

Ability to lead, manage and motivate distribution partners with experience

Strategic thinker with business acumen

Presentation and training ability

Excellent negotiator and influencer

Strong communicator and motivator across all levels and departments (360 Approach)

Able to manage conflict

Numerate and analytical

Able to work independently with responsibility, and be organized (planning, time and resource management)

Valid driving license

University Degree

English - Intermediate

Travel 90-100%

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Red Bull

Giving wiings to people and ideas since 1987

In the 1980s Dietrich Mateschitz developed a formula known as the Red Bull Energy Drink. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category.

What drives usChasing our potential

Since the early days of Red Bull, an entrepreneurial mindset has always guided our approach to work and the environment we create:

Meaning

Find your meaning and use your strengths to achieve it!

The bigger reason why you work. To contribute and add value to something or someone.

Freedom & Responsibility

Take real responsibility for yourself and your work.

To have the freedom to work on something the way you want to.

Mastery

Love life, love work, love to challenge yourself!

Turn your talents into strengths to become excellent at what you do.

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