

# United Kingdom Jobs Expertini®

## National Field Sales Manager

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Company: Drayton

Location: United Kingdom

Category: other-general

**Head of Field Sales (On-Trade)** Do you have a passion for the drinks industry and a proven track record of success in the On-Trade channel? Are you a dynamic leader who thrives in a fast-paced environment? If so, we want to hear from you!

**Job Role and Responsibilities** In this exciting role, you will lead a national team of >10 Field Sales Representatives and Brand Ambassadors, driving sales and brand advocacy for an award-winning premium spirits portfolio across the UK's independent free trade sector. You will:

- Lead and Motivate:** Provide strategic direction and hands-on coaching to your team, ensuring they achieve ambitious sales targets and deliver exceptional customer service. Drive Growth: Develop and implement strategies to secure distribution, activate brands, and achieve market share growth through innovative in-outlet activations and strong customer relationships.
- Expert Leadership:** Become a trusted advisor to key customers, building strong relationships and securing long-term partnerships. You will champion new product launches (NPD) while protecting core range performance.
- Data-Driven Decisions:** Create and monitor work patterns, analyse customer data, and generate insights to inform strategic decision-making and continuous improvement.
- Teamwork Makes the Dream Work:** Collaborate effectively with internal stakeholders including Sales Directors, Trade Marketing, and Category teams to ensure all activity is aligned.

**Background and Skills** A minimum of 6 years' experience in a similar On-Trade sales/senior leadership role in the beers, wines & spirits sector, with a proven track record of launching NPDs. Deep understanding of the UK On-Trade landscape and its key players. Entrepreneurial spirit, strong organizational skills, and the ability to manage multiple stakeholders. Collaborative and engaging leadership style with a solution-

based approach to problem-solving. Excellent communication (written and oral) and the ability to motivate and develop a high-performing team. If you are a results-oriented leader with a passion for the On-Trade, we encourage you to apply!

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