



Channel Manager – Optical & Pharmacy

A newly created role to allow complete Channel responsibility for protection, growth and development within the Optical and Pharmacy channels across majors, mini majors, Independents and multi door stores.

Drives the strategy with the Global Sales Director and Chief Creative and Commercial Officer. Works with cross functional teams such as Marketing, Design, and Merch Planning to deliver commercial expectations. Works closely with the retail partners to establish strong professional relationships leading to **Brand Protection** and **Growth**.

Role responsibilities

- Responsible for meeting & exceeding Sales Targets as determined for portfolio of accounts
- Responsibilities include new release sell in, order processing, range maintenance i.e best sellers, phase outs and core ranging, trading terms, sales analysis and support, growth initiatives, Gross Profit, Product development opportunities, relationship stability
- Portfolio of Accounts @ 1 Jan 2024
 - Bupa
 - Luxottica
 - 1001
 - ProVision
 - Priceline
 - Wizard
 - National Pharmacies
 - Major Buying Groups across these Channels
 - All doors serviced by the Sales Reps and agents across these Channels
 - NEW business as determined with the Global Sales Director
- High level of communication with accounts to grow partnership and relationships
- Updates forecasts weekly for assigned portfolio and works closely with allocated Planner/s to follow up on RPOs, forecasts and stock service requirements
- Works closely with Marketing to develop activations, training, incentives etc. to drive sales and Brand Growth
- Creates partnerships with customers to own the eyewear category in major doors, and increase market share in mini majors and multi door locations
- Is responsible for the Customer Service Support team member assigned to this Channel, as well as the SWSY & SPEC Channel
- Spends time in stores to determine store needs and customer intel including competitor analysis
- Responsible for providing the brief for VM Merchandising support, both in house and 3rd party providers for any doors serviced within this Channel. Is aware of budgets and activities and controls activity in line with sales
- Establishes Budgets with Global Sales Director with growth in mind
- Maintains the Business Pillars of Protection, Organic Growth and New Business Development
- Establishes strong relationships with Key Accounts to resolve issues, and explore opportunities
- Performs Trading terms renewals and negotiations with Global Sales Director sign off
- Develops sales proposals and Presentations across allocated portfolio
- Creates marketing and promotional ideas to drive sales and retain profit
- Communicates with internal departments as needed i.e. planning, marketing, warehouse, customer service, accounts, design
- Controls business commercials within account portfolio to achieve required outcomes as set by business
- Proactive in looking at product development opportunities that would drive sales within account portfolio
- Is results focused and driven
- Has a proactive and solutions based approach to handling challenges and objections.

RELATIONSHIP MANAGEMENT

- Establishes strong relationships built from trust from the onset – makes promises we can deliver on without compromising commercial requirements or business priorities
- Establishes clear and achievable expectations and outcomes of partnership
- Introduces senior management to the key stakeholders once established
- Maintains regular communication with Agency & Distribution Partners to stay on top of Brand Execution
- Attends key account meetings and Range sell ins conducted by our Agency and Distribution Partners as needed
- Ensures agreed account service levels are in place in line with commercial terms.



SALES COMPETENCIES

- Strong sales, negotiation, and influencing skills
- Forecasting, budgeting and commercial modelling
- Strong communication skills to successful handover and personally on-board new accounts
- Results driven and Solutions focussed

COMMERCIAL REQUIREMENTS

- Works within business metrics and achieves profitability targets established by Senior Management
- Collaborates with the Merchandise Planning team for sign off on new accounts and to ensure pricing, margins/discounts, rebates and support is achievable before commencing a new partnership
- Ensures new account partnerships are commercial and win/win for both parties, with longevity in mind
- Is able to balance service models when establishing trading terms and adapt as required i.e. margin impacts on VM support, DTS vs DC etc.

BEHAVIOURAL REQUIREMENTS

- Clear and concise communication across all mediums – email, phone, Teams, face to face and is able to work cross culturally in a sensitive, professional and respectful way
- Is a team player and encourages collaboration across other departments
- Contributes positively to meetings and discussions

Behavioural Competencies

- **Sales Ability/ Persuasiveness:** *Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients. High sales drive evident, "Hunter" personality type*
- **Strong Relationship Management skills and Building Partnerships:** *Identifying opportunities and taking action to build strategic relationships between one's area and other areas, teams, departments, units, or organisations to help achieve business goals.*
- **Demonstrated Interpersonal and Written Communication skills:** *Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.*
- **Strong Influencing, Collaboration and Negotiation skills:** *Effectively exploring alternatives and positions to reach outcomes that gain the support and acceptance of all parties.*
- **Initiative:** *Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive. Solutions driven.*
- **Delivers Results:** *Establishes high goals for organisation success and personal accomplishment; meets or exceeds those goals; conveys a sense of urgency and drives activities to closure.*
- **Global/ Key Market Awareness:** *Effectively assesses the entire marketplace including an understanding of cross-cultural differences within global markets. Builds recognisable brands to create value and meaning beyond products or services.*
- **Aligning Performance for Success:** *Focusing and guiding others in accomplishing work objectives.*