
POSITION DESCRIPTION

Position Title: **Sales Analytics Administrator**

Location: Connecticut Distributors, Inc.

Department: Business Analysis

Reports To: **Director of Business Analysis**

FLSA: Exempt Non-Exempt

Prepared By:

Approved By: _____ Date: October 2010

I. POSITION SUMMARY

Assists the Business Analysis Department with data entry, information to callers, correspondence to suppliers, customers and performs the following duties

II. ESSENTIAL POSITION RESULTS

- Assists with preparation materials for supplier planning meetings by aggregating and reviewing Focus Marketing data, internal sales data, spend data, important demographic and socioeconomic developments and pricing and category trends. Attends and contributes to meetings as appropriate by providing any commentary on analyses or pulling relevant data during the meeting as necessary.
- Records and distributes supplier meeting notes for agreed upon items to the appropriate Supplier Representatives and CDI Personnel (Sales Management / Purchasing Department / Pricing Analyst
- Timely and accurate calculation of incentive bonus payments in accordance with programs assigned by management. Assigns sales representative quotas based on the recommendations of management. Tracks program results and suggests alternatives if necessary. Assists with the preparation of market surveys, analyzes and reports results.
- Evaluates the potential impact of pricing modifications or prospective programming elements by reviewing pertinent sales data, research and comparable examples to forecast sales.
- Uncovers market and brand opportunities by developing an understanding of category, customer and market dynamics and using this knowledge to assess brand performance.
- Measures risk to sales plan (gap analysis) by comparing the plan to historical sales data, current trend information and marketplace developments; reports potential shortfalls to management.
- Develops sales templates; collaborates with Business Managers, Division Manager or General Sales Manager to identify business needs and designs appropriate replicable reports.
- Package data for sales materials by working with Business Manager/Business Analysis Director to ascertain needed information and converting data into concise facts and visuals that can be easily incorporated into sell sheets, concept sells or presentations.

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- Uncovers drivers for important changes in sales performance by reviewing appropriate competitive and internal data.
- Measures ROI on selected programming by working with Business Managers and Marketing Director to determine evaluation criteria.
- Develops business review content by working with the Supplier, Business Manager and Sales Management to analyze sales performance, develop business case and incorporate data into templates.
- Completes all necessary training programs by attending, participating, and passing all required tests as defined by management. (e.g. FOCUS MARKETING, ANALYTICAL TRAINING).
- Maintains customer and supplier confidence by keeping appropriate information confidential.
- Maintains a safe and clean working environment by complying with procedures, rules and regulations.
- Contributes to team effort by accomplishing related results as needed.

III. **SUPERVISORY RESPONSIBILITIES**

None

IV. **MINIMUM QUALIFICATIONS**

Education, Certifications and /or licenses:

- High School diploma or equivalent required.
- Bachelor's degree preferred and/or equivalent training and work experience
- Ability to hold a Solicitor's Permit where required.
- Valid driver's license and ability to operate a motor vehicle preferred.

Experience:

- Financial, marketing or business analysis experience; consumer packaged goods or data provider (e.g. IRI, Nielsen) background a plus.

Knowledge/Skills:

- Fluent in Excel and strong knowledge of Power Point.
- Must be a results oriented professional with excellent verbal/written communication skills using diplomacy and discretion as well as strong customer service skills.
- Ability to multi-task, work independently and/or within a team, pay attention to detail and meet deadlines.

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V. PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job.

While performing the duties of this job, the associate is regularly required to use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The associate frequently is required to stand, walk, sit, and climb or balance. The associate must occasionally lift and/or move up to 50 pounds. The associate must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

VI. WORKING CONDITIONS AND ENVIRONMENT

The work environment characteristics described here are representative of those an associate encounters while performing the essential functions of this job.

While performing the duties of this job the associate is regularly exposed normal business office environment. The ability to share workspace, travel by car or train, dress in proper business attire, and meet deadlines are all requirements of this position.

Signature _____ Name (print) _____