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Marketing and Sales Compensation Survey - Enhanced

400.000.120 - Marketing and Sales Executive

Responsible for establishing the organization's sales and marketing strategies and programs, including pricing, distribution, advertising and sales promotion policies. Develops volume, product mix and market share objectives, and monitors performance against the objectives. Directs market research, product planning, sales forecasting and customer relations functions. Directs the efforts of senior sales and marketing management to achieve established sales and profit goals. Typically reports to the Chief Executive Officer (Position 100.000.112) or to the Chief Operating Officer (Position 100.000.120). This is generally a single incumbent position. Organizations that are a division, subsidiary or group should not match to this position.

400.010.120 - Marketing and Sales Executive (Subsidiary/Division)

Responsible for establishing the organization's sales and marketing strategies and programs, including pricing, distribution, advertising and sales promotion policies. Develops volume, product mix and market share objectives, and monitors performance against the objectives. Directs market research, product planning, sales forecasting and customer relations functions. Directs the efforts of senior sales and marketing management to achieve established sales and profit goals. Typically reports to the Marketing and Sales Executive (Position 400.000.120), to the Chief Executive Officer (Subsidiary/Division) (Position 100.010.110) or to the Chief Operating Officer (Subsidiary/Division) (Position 100.010.120). This is generally a single incumbent position. Note: Reporting entity must be either a subsidiary or division to match to this position.

400.100.210 - Marketing and Sales Director

Responsible for the commercialization of the company's products, defining market policies and strategies to be implemented to achieve established objectives. Administers the activities of market development, pricing policy, sales logistics, sales plans and budgets. Ensures that budget goals for sales volume and profitability are reached and that the company's market share is maintained or increased. Directs market research, product planning, sales forecasting and customer relations functions. Typically reports to the Marketing and Sales Executive (Position 400.000.120) or to the Marketing and Sales Executive (Subsidiary/Division) (Position 400.010.120).

400.436.130 - Business Development Executive

Responsible for the analysis of new business opportunities through market research and developing marketing initiatives. Builds collaborative relationships with other organizations. Provides business development leadership and leads efforts on licensing agreements. Co-ordinates with Strategic Planning Director (Position 110.101.210) to ensure merger/acquisition/licensing activities support long-term organization plans. Typically reports to the Chief Executive Officer (Position 100.000.112).

400.436.210 - Business Development Director

Leads the Business Development team and is responsible for creating new business growth and leading business development licensing and strategic partnering projects. Manages and co-ordinates market and feasibility studies. Liaises with sales, marketing and operations to identify scope and create new business opportunities. Develops and maintains strategic relationships with customers, prospects and industry leaders. Provides general business management. Typically reports to the Business Development Executive (Position 400.436.130).

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400.436.220 - Business Development Manager

Establishes trust and builds loyalty with key influence/decision makers to build solid, long-term professional relationships with customers, prospects and industry leaders. Has great understanding of the needs of his/her own organization as well as the client's organization. Responsible for making, maintaining, and researching contacts and opportunities and evaluating, negotiating, and managing business deals, mergers, acquisitions, and alliances.

400.436.330 - Business Development Analyst - Specialist

Provides expert insight on complex/large projects in order to develop solid, long-term professional relationships with customers, prospects and industry leaders alongside a Business Development Manager (Position 400.436.220). Responsible for conducting research aimed at identifying those who might benefit from the services of their organization and evaluating opportunities in areas such as mergers, acquisitions, alliances and business deals.

400.436.340 - Business Development Analyst - Senior

Under general direction, assists in developing solid, long-term professional relationships with customers, prospects and industry leaders by conducting research to help identify those who might benefit from the services of their organization. May help in evaluating opportunities in areas such as mergers, acquisitions, alliances and business deals. Typically requires a Bachelor's degree and five to seven years of experience in cost proposal development.

400.436.350 - Business Development Analyst - Intermediate

Under general supervision, responsible for maintaining the Business Development databases that include proposals, budgets, project costs and analysis, letters, mailings, and contracts. Produces monthly management reports, and supports client service and marketing activities. Typically requires a Bachelor's degree and two to five years of experience in cost proposal development.

400.440.220 - Contract Manager

Responsible for implementing and administering contract practices for products and/or services. Reviews account and product performance. Oversees the RFP process. Responsible for managing a team/department and delegating assignments. Typically has a Bachelor's degree and one to two years of management experience.

400.440.330 - Contract Analyst - Specialist

Provides expert insight on complex/large projects in order to implement and administer contracting strategies for products and/or services. Strategies incorporate new product/service launches, developmental products, as well as existing product lines. Monitors account and product performance and responds to trends in the marketplace. Typically requires a Bachelor's degree with a marketing and/or finance concentration and significant work experience market research, sales analysis, finance, statistics, or related analytical area. Typically reports to the Contract Manager (Position 400.440.220).

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400.440.340 - Contract Analyst - Senior

Under general direction, assists in implementing and administering contracting strategies for major products and/or services. Strategies incorporate new product/service launches, developmental products, as well as existing product lines. Monitors account and product performance and responds to trends in the marketplace. Typically requires a Bachelor's degree with a marketing and/or finance concentration and more than five years of work experience in market research, sales analysis, finance, statistics, or related analytical area. Typically reports to the Contract Manager (Position 400.440.220).

400.440.350 - Contract Analyst - Intermediate

Under general supervision, responsible for implementing and administering contracting strategies for products and/or services. Strategies incorporate new product/service launches, developmental products, as well as existing product lines. Monitors account and product performance and responds to trends in the marketplace. Typically requires a Bachelor's degree with a marketing and/or finance concentration and three to five years work experience in market research, sales analysis, finance, statistics, or related analytical area. Typically reports to the Contract Manager (Position 400.440.220).

400.440.410 - Contract Co-ordinator - Senior

Responsible for preparing and co-ordinating the RFP process from planning through to the contract follow-up stage. Monitors account and product performance and responds to trends in the marketplace. Typically requires three to five years of experience. Typically reports to the Contract Manager (Position 400.440.220).

400.440.420 - Contract and/or Tender Co-ordinator

Under general supervision, researches, tracks and co-ordinates tenders, contracts and rebates. Responsibilities generally include: gathering information for sales presentations, tracking rebates and price changes, performing rebate processing, and maintaining pricing data. May be responsible for contract renewals. Typically reports to the Contract Manager (Position 400.440.220) and has two to three years of experience.

400.444.350 - Sales and Marketing Analyst - Intermediate

Maximizes retail sales of assigned product lines within designated territory through consistent account management and effective implementation of marketing and special event programs. Analyzes sales data and identifies growth opportunities. Develops and plans special events. Monitors account inventory levels. Heightens company visibility through effective communication with all levels of retail management. May include responsibility for training in-store personnel on new brands and products.

400.448.350 - Retail Link Analyst

Under general supervision, works directly with the sales team, analysts and category managers on the Wal-Mart team to support the organization's selling efforts at Wal-Mart. Responsible for developing, analyzing and providing the Wal-Mart Buyer standard retail link report. Ensures that marketing and sales objectives are being met by collecting and verifying information on vendor performance scorecards, new item tracking reports, promotion sell through reports, in stock and out of stock reports, inventory and/or other related reports. Resolves problems by reviewing and analyzing documents and provides alternative solutions to the sales and marketing management team. May also prepare reports, provide data and analytical support for presentations and business reviews. Typically requires 2-3 years of analytical experience.

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410.000.120 - Marketing Executive

Responsible for developing policies, programs and objectives for all product/service marketing activities of the corporation. Directs marketing research, product planning and advertising functions to accomplish corporate objectives. Advises and assists top executives on pricing and market considerations affecting sales. Typically reports to the Marketing and Sales Executive (Position 400.000.120) or to the Chief Executive Officer (Position 100.000.112). This is generally a single incumbent position. Organizations that are a division, subsidiary or group should not match to this position.

410.010.120 - Marketing Executive (Subsidiary/Division)

Responsible for developing policies, programs and objectives for all product/service marketing activities of the corporation. Directs marketing research, product planning and advertising functions to accomplish corporate objectives. Advises and assists top executives on pricing and market considerations affecting sales. Typically reports to the Marketing Executive (Position 410.000.120), to the Marketing and Sales Executive (Subsidiary/Division) (Position 400.010.120) or to the Chief Executive Officer (Subsidiary/Division) (Position 100.010.110). This is generally a single incumbent position. Note: Reporting entity must be either a subsidiary or division to match to this position.

410.100.210 - Marketing Director

Responsible for developing policies, programs and objectives for all product/service marketing activities within the organization. Directs marketing research, product planning and advertising functions to accomplish objectives. Advises and assists senior management on pricing and other market considerations affecting sales. Typically reports to the Marketing and Sales Executive (Position 400.000.120), the Marketing and Sales Executive (Subsidiary/Division) (Position 400.010.120), the Marketing Executive (Position 410.000.120), or to the Marketing Executive (Subsidiary/Division) (Position 410.010.120).

410.100.220 - Marketing Manager

Implements overall marketing objectives, plans and programs for all products/services of the organization. Conducts and analyzes market research studies pertaining to products/services. Oversees product development from the marketing perspective. Reviews suitability of pricing, market placement, and product introduction. Responsible for advertising and promotion programs, and communication of such within the organization. Reviews competitor information and positions, and adjusts marketing strategy as required.

410.100.221 - Marketing Manager - Nutrition

Responsible for developing nutrition research and development programs that support the organization's health care marketing programs. Provides leadership and direction from a nutrition perspective on product launches, legal and regulatory affairs issues. Possesses an expert level of knowledge regarding food regulations as it applies to health and wellness brands, including meal replacement regulations, nutrition labeling and claims regulations. Typically reports to the Marketing Director (Position 410.100.210) or Research and Development Executive (Position 500.000.120).

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410.100.330 - Direct Marketing Specialist

Develops and implements marketing strategies that support product/brand business plans through selection and use of multiple direct marketing techniques including catalogue, direct mail and telemarketing. Analyzes market research to understand consumer behavior and to identify target opportunities. Proficient in one or more of the following: catalogue management, project management, creative concept and design print production, literature fulfillment and opportunity management. Typically reports to the Marketing Manager (Position 410.100.220).

410.100.340 - Marketing Analyst - Senior

Assists in the development and execution of marketing objectives, plans and programs. Provides information which is used to identify and define marketing opportunities for the organization's products and services. Applies marketing principles in the collection, analysis, and interpretation of data, including: trends, consumer and customer habits, pricing and advertising performance. Typically requires five to seven years experience.

410.100.350 - Marketing Analyst

Assists in the development and execution of marketing objectives, plans and programs. Applies basic marketing principles in the collection, analysis and interpretation of data, including: trends, consumer and customer habits, pricing and advertising performance.

410.100.351 - Marketing Analyst - Nutrition

Supports the execution of communication plans and marketing strategies that promote positive health care choices. Provides assistance and direction on guidelines for new product development and nutritional communications. Possesses a detailed understanding of current health nutrition and food regulation issues which may impact the organization's brands. Typically requires a Registered Dietician certification or equivalent degree in Nutrition, Animal or Food Science.

410.100.360 - Marketing Co-ordinator

Responsible for sales support activities such as developing and maintaining a client database and customer profiles, co-ordinating advertising, promotions and marketing events. Acts as a liaison between marketing staff and outside suppliers including mailing houses, vendors and the media. May be responsible for the preparation of marketing materials. Typically reports to the Marketing Manager (Position 410.100.220).

410.444.210 - Advertising/Sales Promotion Director

Responsible for developing and implementing the organization's advertising and sales promotion programs. Defines advertising objectives; recommends choice of media; determines most cost-efficient mix of internal and/or external resources and overall effectiveness of advertising strategies. Typically reports to the Marketing and Sales Executive (Position 400.000.120).

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410.444.220 - Advertising/Sales Promotion Manager

Responsible for implementing the organization's advertising and sales promotion programs. Defines advertising objectives, recommends choice of media, determines most cost-efficient mix of internal and/or external resources and overall effectiveness of advertising strategies.

410.444.340 - Marketing Communications Analyst - Senior

Under limited supervision, plans and implements marketing communication programs as part of an overall marketing program or in support of a particular brand or product. Defines approaches and activities to achieve objectives and programs set out by senior managers. Involved with one or more of the following: advertising, sales promotion, and/or business shows. Acts as a liaison between the company and external vendors and agencies such as printers, event organizers, graphic designers, etc. in order to ensure that their work meets the organization's requirements, deadlines, and budget. Typically requires four to six years of experience. Typically reports to the Marketing Manager (Position 410.100.220) or to the Advertising Manager (Position 410.444.220).

410.444.350 - Marketing Communications Analyst - Intermediate

Under general supervision, plans and implements marketing communication programs as part of an overall marketing program or in support of a particular brand or product. Defines approaches and activities to achieve objectives and programs set out by senior managers. Involved with one or more of the following: advertising, sales promotion and/or business shows. Acts as a liaison between the company and external vendors and agencies such as printers, event organizers, graphic designers, etc. in order to ensure that their work meets the organization's requirements, deadlines, and budget. Typically has two to four years of experience. May report to the Marketing Manager (Position 410.100.220) or to the Advertising Manager (Position 410.444.220).

410.448.130 - Category Management Director

Leads, organizes and controls the Category Management strategies and activities within the organization. Works closely with Customer Management to ensure alignment and execution against the category and brand strategies by directing and overseeing Category Management joint-working projects with key customers and providing the tools required. Provides directions and feedback to Consumer Marketing and Category/Channel Development to enhance category and brand strategies to play an integral role in enhancing demand through customers in a cost-effective way. Typically reports to the Marketing Executive (Position 410.000.120).

410.448.220 - Category Management Manager

Responsible for achieving volume and share targets for assigned projects by creating and executing the right category management plans. Implements category management approaches within the organization, and applies these externally, working collaboratively with customers and field sales. Works closely with customer management group to ensure alignment and execution against the category and brand strategies. Co-ordinates category management joint-working projects with key customers and provides the tools required. Based on the experiences gained with customers, provides feedback and analysis to consumer marketing and category/channel development to enhance category and brand strategies. Provides general and customer-specific selling stories in support of new product and/or marketing initiatives. Provides post-launch support and recommendations to sales and customers through performance tracking and analysis. Plays an integral role in enhancing customer demand in a cost-effective way. May manage consumer database sources (e.g., AC Nielsen). Typically reports to the Category Management Director (Position 410.448.130).

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410.448.230 - Category Development Manager

Responsible for developing and managing brand and category trade strategies. Acts as a liaison between Consumer Marketing and Channel Business Managers. Develops and implements national commercial initiatives.

410.448.350 - Category Analyst

Develops and executes direct consumer communication. Works with field sales team on developing/executing in-store promotions. Conducts business analysis and makes recommendations on business reviews, marketing plans and sales fundamentals. Develops expertise on competitive manufacturers, local consumer insights, regional differences and key customers. Develops and implements selling concepts and tools to support category projects. Works with team members to prepare plans and deals with suppliers, agencies, legal approvals, etc. for direct to consumer and in-store communication. May manage daily activities of consumer database sources (e.g., AC Nielsen).

410.456.130 - E-commerce Executive

Responsible for the overall strategy and development of new business efforts. Leads the development of major new business opportunities including creating customer value propositions and communication, developing key capabilities and technology, and building business models and economics to achieve corporate objectives. Leads investment tracking, prioritization and decisions of E-commerce projects across the organization. Remains up-to-date on current and emerging trends and technologies in the area of E-commerce and how they can be incorporated into the overall strategy. Develops new and maintains current E-commerce vendor relationships. Sets key policies and guidelines for customer communication. Leads efforts to set industry standards around payments and online security. Responsible for e-commerce partnerships and alliances including acquisitions and investments. Frequently reports to a Chief Executive Officer (Position 100.000.112), Chief Operating Officer (Position 100.000.120), or to the Chief Information Officer (Position 310.000.120) . Note: This is generally a single incumbent position.

410.456.131 - E-commerce Strategy Executive

Responsible for the development of the overall E-commerce strategy across the organization. Leads strategic equity investment with other E-commerce organizations representing strategic needs across the business. Develops business plans identifying optimal revenue models, distribution, pricing, and product development strategies. Leads critical strategic partnership negotiation including financial arrangements, customer, and intellectual property rights. Reports to a E-commerce Executive (Position 410.456.130).

410.456.210 - E-commerce Marketing Director

Responsible for directing the development of E-commerce marketing strategies across the organization. Oversees the development and overall management of the organization's website in order to achieve overall objectives of generating revenue, maximizing customer loyalty, and minimizing operating expenses. Leads the identification and development of transforming customer service opportunities with the objective of becoming the leading online service provider. Responsible for the development and management of all online marketing efforts to achieve optimal efficiency and effectiveness. Reports to the E-commerce Executive (Position 410.456.130).

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410.456.221 - Non-Technical E-commerce Manager

Responsible for the identification, development, and implementation of non-technical strategies and processes that facilitate expanded market exposure. Supervises other organization employees involved in marketing, advertising, strategic alignment, content, and customer support. Responsible for analysis of current and potential trends that may impact E-commerce and organizational strategies. Typically reports to the E-commerce Marketing Director (Position 410.456.210).

410.456.223 - Web Product Manager

Responsible for planning and developing marketing strategies and objectives to promote product lines dedicated to the organization's web site. Manage the content development team to maximize productivity without compromising quality or integrity of the environment, suggesting and implementing process enhancements as required. Provides analysis and design solutions for new web content requests/enhancements in order to identify specific tasks required for the initiative and provide time and cost estimates for web production. Conducts market research studies as part of product design. Provides product strategy information to a project manager and/or development team for all web product developments and enhancements. Typically requires a Bachelor's degree and five to seven years of experience. Typically reports to the E-commerce Marketing Director (Position 410.456.210).

410.456.224 - E-commerce Strategy Manager

Responsible for providing vision and defining objectives necessary to implement effective E-commerce business strategies. Required to understand long-term organization objectives and how to achieve them by translating them into an E-commerce presence. Requires business expertise and financial planning experience in a rapidly evolving technical environment. Contributes insights regarding web-oriented business to the overall organization's business and financial decisions. Frequently reports to a E-commerce Strategy Director.

410.456.225 - E-commerce Marketing Manager

Works with business units to develop and execute E-commerce marketing strategies for promoting products and services. Ensures that the E-commerce marketing strategy aligns with the overall business strategy. In addition to marketing responsibilities, may manage many of the advertising and content issues related to the E-commerce site. Works closely with design and content teams to ensure site meets marketing objectives. Reviews site access patterns to adjust strategies and plans. Responsible for remaining up-to-date on current and emerging E-commerce trends. Frequently reports to the E-commerce Marketing Director (Position 410.456.210).

410.456.342 - E-commerce Marketing Analyst

Under general supervision, works to influence individuals and businesses to purchase organization products and services online. Works in business units to identify new and expand current online customer purchasing opportunities. Monitors site access patterns to identify customer habits and use them to develop effective online marketing strategies, tactics, programs and incentives to drive customer acquisition, retention and sales. Analyzes and improves the overall customer web experience using knowledge and insight gained from analytics tools. Conducts research regarding online consumer purchasing trends to help identify the most effective electronic marketing techniques that can be utilized. Seeks out customers to gather feedback of website improvements and enhancements. Typically requires a Bachelor's degree and two to five years of experience. Reports to the e-commerce Marketing Manager (Position 410.456.225).

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410.456.350 - Web Advertising Analyst

Under general direction, responsible for identifying outside organizations' websites for the purpose of placing advertisements such as banner ads, hot links, or other methods. May assist with search engine optimization, pay per click (or related program) administration or other methods of generating traffic. Typically requires a Bachelor's degree and two to five years of experience. Reports to the E-commerce Marketing Manager (Position 410.456.225).

410.460.210 - Market Research Director

Designs, develops and directs the implementation of consumer marketing plans. Determines market research projects, recommends process improvements, analyzes customer demographics and provides direction around the timing of product promotion. Ensures that product launches are aligned with the organization's marketing strategy. Develops, communicates and implements the strategic direction of the Market Research function. Typically reports to the Marketing Executive (Position 410.000.120).

410.460.220 - Market Research Manager

Responsible for providing management with information on the market potential of products or services. Analyzes economic and demographic trends, market characteristics, consumer buying habits, historical sales data and competitor information. Supervises product testing, market sampling and field research.

410.460.320 - Market Research Analyst - Expert

Responsible for researching market conditions in local, regional, or national areas to determine potential sales of a product or service. Monitors and identifies competitor's development of marketing strategy, including analysis of pricing, sales, and methods of operation. Analyzes future products and makes recommendations for the development of new products or services. Reports to the Market Research Director (Position 410.460.210) and/or to the Market Research Manager (Position 410.460.220).

410.460.340 - Market Research Analyst - Senior

Researches market conditions in local, regional, or national areas to determine potential sales of a product or service and contributes data to the Marketing/Product Director and Marketing/Product Manager. Monitors and identifies competitor's development of marketing strategy, including analysis of pricing, sales, and methods of operation. Organizes information to assist in analyzing future products and makes recommendations for the development of new products or services. May provide guidance to less experienced market research analysts. Usually has three to five years market research experience. Typically reports to Market Research Manager (Position 410.460.220) or to the Marketing Manager (Position 410.100.220).

410.460.350 - Market Research Analyst - Intermediate

Under direct supervision, researches market conditions in local, regional, or national areas to determine potential sales of a product or service and contributes data to the Marketing/Product Director and Marketing/Product Manager. Monitors and identifies competitor's development of marketing strategy, including analysis of pricing, sales, and methods of operation. Organizes information to assist in analyzing future products and makes recommendations for the development of new products or services. Usually has less than two years market research experience. Typically reports to Market Research Manager (Position 410.460.220) or to the Marketing Manager (Position 410.100.220).

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410.464.130 - Consumer/Customer Insights Director

Develops and leads research strategies for the consumer/customer insights team. Oversees consumer/customer brand, corporate and sales market research information. Uses customized research studies to address specific business issues and formulate insight-based recommendations linked to strategic and financial outcomes. Drives the analyzing of the statistical market and consumer/customer data to assist in category management initiatives. Identifies new product opportunities based on additional insights and findings and outlines the courses of action needed based on results of the research.

410.464.221 - Consumer/Customer Insights Manager

Responsible for consumer/customer brand, corporate and sales market research information. Oversees customized research studies to address specific business issues. Analyzes statistical market and consumer/customer data to assist in category management initiatives. Provides additional insights and perspectives on findings and courses of action based on results of the research. May conduct focus-group research and use market research data to support sales teams. Typically reports to the Consumer/Customer Insights Director (Position 410.464.130).

410.464.330 - Technical Marketing Consultant - Specialist

Works with cross-functional teams across Product and Consumer Marketing teams to achieve solutions by providing statistical and technical expertise. Has well developed, comprehensive knowledge and skills for developing, scheduling and executing highly complex Technical Marketing programs, including product promotion, sales channels and pricing. Understands both the business problems and the technical solutions. May also act as an interface between the business and IT in defining and influencing data requirements and assist in developing the appropriate solutions. Provides coaching, guidance and point of escalation to other team members. Typically requires seven to ten years of experience.

410.464.340 - Technical Marketing Consultant - Senior

Under general direction, works with cross-functional teams across Product and Consumer Marketing teams to achieve solutions by providing statistical and technical advice. Develops, schedules and executes Technical Marketing programs, including product promotion, sales channels and pricing. Understands both the business problems and the technical solutions. May provide assistance to other team members. Typically requires five to seven years of experience.

410.464.351 - Consumer/Customer Insights Analyst

Responsible for analyzing statistical market and consumer data to assist the sales force to identify business issues and opportunities and achieve specific account objectives. Analyzes statistical market and consumer/customer data to assist in category management initiatives. Maintains databases and provides competitive information and research data to internal and external clients.

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410.468.210 - Customer Marketing Director

Responsible for developing and overseeing the implementation of customer-specific marketing initiatives. Works with the Market Research Director (Position 410.460.210) to identify key points and develop promotional programs and internal sales initiatives driven by key consumer insights to achieve customer marketing objectives. Communicates all key initiatives with the customer marketing and merchandising team. Measures and evaluates the success and effectiveness of each promotional program to determine profitability and ensures programs are consistent with brand strategy. Typically reports to the Marketing Executive (Position 410.000.120) or to the Marketing Executive (Subsidiary/Division) (Position 410.010.120).

410.468.220 - Customer Marketing Manager

Responsible for the implementation of customer-specific marketing initiatives. Works closely with Market Research Manager (410.460.220) to develop promotional programs and internal sales initiatives driven by key consumer insights. Evaluates the success of each promotional program to determine profitability and ensures programs are consistent with brand strategy. Typically reports to the Customer Marketing Director (Position 410.468.210).

410.472.220 - Merchandising Manager

Responsible for planning, directing and implementing the merchandising activities for major product lines. Responsibilities include: budgeting, buying, promotion and sales.

410.472.350 - Account Merchandiser

Responsible for executing in-store merchandising tasks on an as needed basis in order to achieve competitive advantage at store level. This can include display building, blitz coverage to ensure quick new item placement, category realigns, product stocking, new item cut-ins, POP and coupon placement, new store/renovation resets, ongoing shelf maintenance, store data collection, including reporting of competitive activity, booking sheets and limited presentations at store level. May also include participation at trade shows, buying shows, booths, arenas, schools and sporting events.

410.476.131 - Product Development Executive

Primary responsibility is to expand conceptual ideas into new products. Responsible for successfully aligning technological objectives with marketing objectives. Manages customer contact for modifications or adaptation of product/service to fit customer needs. Frequently reports to a Marketing Executive (Position 410.000.120).

410.476.210 - Group Product/Brand Manager

Responsible for developing and implementing comprehensive marketing strategies for an assigned group of products. Monitors and evaluates product development programs, competitive information, market trends, customer needs and product performance. Co-ordinates development of product advertising, pricing and distribution policies. Recommends product modifications. Typically reports to the Marketing Director (Position 410.100.210).

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410.476.330 - Product/Brand Manager - Senior

Responsible for developing and defining comprehensive marketing strategies and sales objectives for assigned product or products. Monitors and evaluates product development programs, competitive information, market trends, customer needs and product performance to assure the profitability and positioning in the market. Analyzes sales information and projections and prepares forecasts on market evolution and company products. Co-ordinates development of product advertising, pricing and distribution policies. Recommends product modifications. Typically reports to the Marketing Director (Position 410.100.210).

410.476.340 - Product/Brand Manager

Responsible for developing and implementing comprehensive marketing strategies for an assigned product/brand. Develops plans and programs that will establish and maintain current and long-range markets for designated products. These plans include advertising, budgeting, forecasting of manufacturing costs, sales and inventory requirements, and projecting profit and market shares. Monitors and evaluates product development programs, competitive information, market trends, customer needs and product performance. Co-ordinates development of product advertising, pricing and distribution policies to achieve marketing goals for the product/brand. Recommends product modifications. Typically reports to the Product/Brand Manager - Senior (Position 410.476.330) or Group Product/Brand Manager (Position 410.476.210).

410.476.350 - Assistant Brand Manager

Responsible for tactical aspects of brand management often including: working with the category team on promotional plans and strategy, analyzing consumer insight data with the market research department, redeveloping the packaging format of the brand to delight consumers, supporting the Brand Manager, involvement in advertising development and brand PR work.

420.000.120 - Sales Executive

Responsible for planning and directing all activities of the sales force, including assignment of sales territories, business development efforts, customer communications, and preparation of sales forecasts. Develops and evaluates sales programs and pricing and distribution policies. Typically reports to the Marketing and Sales Executive (Position 400.000.120) or to the Chief Executive Officer (Position 100.000.112). Organizations that are a division, subsidiary or group should not match to this position. This is generally a single incumbent position.

420.010.120 - Sales Executive (Subsidiary/Division)

Responsible for planning and directing all activities of the sales force, including assignment of sales territories, business development efforts, customer communications, and preparation of sales forecasts. Develops and evaluates sales programs and pricing and distribution policies. Typically reports to the Sales Executive (Position 420.000.120), or to the Marketing and Sales Executive (Position 400.000.120), or to the Chief Executive Officer (Subsidiary/Division) (Position 100.010.110). This is generally a single incumbent position. Note: Reporting entity must be either a subsidiary or division to match to this position.

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420.100.210 - Sales Director

Responsible for ensuring the organization's sales volume and profitability objectives are met. Responsibilities typically include the establishment of: business development objectives, sales and communications programs and policies, sales territories and forecasts. May develop and monitor distribution policies, customer service programs and pricing strategies. Typically reports to the Marketing and Sales Executive (Position 400.000.120) or to the Sales Executive (Position 420.000.120).

420.100.221 - Division Sales Manager

Responsible for executing the organization's sales strategy within a division or a business unit. Implements divisional sales objectives; plans activities of sales force; coordinates training; monitors sales force performance and maintains divisional sales records. Reports to the Sales Director (Position 420.100.210) or Sales Executive (Subsidiary/Division) (Position 420.010.120).

420.100.223 - Second Level Sales Manager

Responsible for implementing the organization's sales strategy within an established geographical region or for an established product line. Assists with development of regional or product strategies for sales, marketing, advertising, pricing and distribution strategies. Supervises activities of sales force including customer service, training, and preparation of sales forecasts and expense estimates. May spend a portion of time in direct sales. Sales managers report into this position. Depending on the organization structure, this position may report to a Division Sales Manager (Position 420.100.221) or to the Sales Director (Position 420.100.210).

420.100.230 - First Level Sales Manager

Responsible for implementing the organization's sales strategy within a specified district or for a specific product. Assists with development of sales, marketing, advertising, pricing and distribution strategies. Supervises activities of district sales force including customer service activities, training, and preparation of sales forecasts and expense estimates. May spend substantial portion of time in direct sales. Sales representatives report into this position. Depending on the organization structure, this position may report to a Second Level Sales Manager (Position 420.100.223) or to the Division Sales Manager (Position 420.100.221).

420.100.231 - Branch Manager

Responsible for managing all operations including training and supervising the activities of the sales force, evaluating staff performance, promoting customer service excellence, selling products and/or services, developing new business and maintenance of a single branch. Typically reports to the First Level Sales Manager (Position 420.100.230), to the Second Level Sales Manager (Position 420.100.223), or to the Division Sales Manager (Position 420.100.221).

420.100.320 - Sales Representative - Expert

Responsible for selling products and services to a wide range of accounts and customers. Accountable for increasing sales/client ratio and expanding customer base. Owns a record of sales achievement. Is an authoritative source with advanced knowledge of company and competitor policies, products and/or services or technology. Provides expert advice to other sales representatives and may train or supervise more junior sales representatives.

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420.100.330 - Sales Representative - Specialist

Responsible for selling products and services to a wide range of highly complex or major accounts and customers. Accountable for increasing sales/client ratio and expanding customer base. Owns a record of sales achievement alongside a minimum of twelve years of experience and training. Possesses an advanced knowledge of company and competitor policies, products and/or services or technology.

420.100.332 - Sales Representative - Professional Accounts

Responsible for the implementation and execution of sales programs and strategies to gain recommendation and usage of specialty products, including medical devices, pet care, and over-the-counter medicines. Secures new business and builds on existing core business by calling on health care professionals who can recommend products (e.g., Veterinarians, Optometrists, Pharmacists, etc.). Attains growth and recommendation goals for therapeutic and maintenance products. Conducts sales calls which entail educating individuals who can recommend products on the products' benefits and special uses. Introduces/details products and promotions, providing product awareness seminars, etc. Develops key account plans and strategies. Typically requires a Bachelor's degree or equivalent experience in the biotechnology and/or pharmaceutical industry.

420.100.340 - Sales Representative - Senior

Responsible for selling products and services to a wide range of accounts and customers. Accountable for increasing sales/client ratio and expanding customer base. Owns a record of sales achievement alongside a minimum of ten years of experience and training. Possesses an advanced knowledge of own and competitor policies, products and/or services or technology. May train or supervise more junior sales representatives.

420.100.350 - Sales Representative - Intermediate

Responsible for selling products, technical products and services to a wide range of medium-sized accounts and customers. At minimum, this is a fully qualified working-level (three to five years of experience) sales position with accountability for achieving specific sales objectives.

420.100.351 - Sales Representative - Food Service

Responsible for providing food and/or beverage expertise to support sales teams with food service accounts. Develops new and existing food service accounts. Participates in distributor activities such as Food and Trade shows.

420.100.360 - Sales Trainee

Responsible for learning sales techniques and reporting daily or weekly activity, typically to a First Level Sales Manager (Position 420.100.230). Generally focuses on local market accounts and prospects and participates on key account sales teams. This is an entry level position.

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420.316.351 - Commission Accountant - Intermediate

Under general supervision, responsible for the maintenance of an accurate calculation of commission and reporting. Activities include routine calculating of commission for sales employees within the organization then documenting for payroll and tax purposes. Typically has two to four years of significant accounting experience. Normally reports to the Division Sales Manager (Position 420.100.221), Payroll Manager (Position 120.256.220), or to the Human Resource Manager (Position 120.100.220).

420.316.411 - Commission Accounting Clerk - Senior

Under direct supervision, responsible for the assistance of an accurate calculation of commission and reporting. Activities include assisting in commission calculating and the completion of forms for submitting figures to payroll and tax professionals. Typically has less than two years of accounting experience. Normally reports to the Division Sales Manager (Position 420.100.221), to the Payroll Manager (Position 120.256.220), or to the Human Resource Manager (Position 120.100.220).

420.488.130 - Account Management Executive

Responsible for planning and directing all activities of the account management function including the development of comprehensive sales strategies to increase volume and profitability for all major accounts in the organization. Is involved in developing pricing strategies, contract negotiations, and possibly supply chain management strategy. Frequently reports to the Sales Executive (Position 420.000.120) or to the Marketing and Sales Executive (Position 400.000.120). This is generally a single incumbent position.

420.488.220 - Director, National and/or Key Accounts

Responsible for managing a staff of National Account Managers and/or Key Account Managers. Implements comprehensive sales strategies to increase volume and profitability for major accounts and ensure organization sales objectives are met. Manages a trade spend budget for corporate and regional offices. Typically reports into the Account Management Executive (Position 420.488.130).

420.488.320 - Key Account Manager - Expert

Responsible for selling products and services primarily to a select group of highly complex or major accounts of regional, national or strategic significance. Has extensive product knowledge or technical knowledge and customer relations skills. Recognized as an expert in related field with a minimum of ten years of sales experience.

420.488.330 - National Account Manager

Responsible for the development of alternative direct sales strategies aimed at achieving and/or exceeding the predetermined sales objectives to support the growth of the company's business. Sells products and services primarily to a select group of large national accounts. Typically has extensive product knowledge or technical knowledge and customer relations skills. Typically reports to the Director, National and/or Key Accounts (Position 420.488.220).

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420.488.340 - Key Account Manager - Senior

Responsible for selling products and services primarily to a select group of major accounts of regional, national or strategic significance. Typically has extensive product knowledge or technical knowledge and customer relations skills, gathered over five to ten years of sales experience.

420.488.350 - Key Account Manager - Intermediate

Under limited supervision, responsible for selling products and services primarily to a select group of major accounts of regional, national or strategic significance. Typically has product knowledge or technical knowledge and customer relations skills.

420.492.220 - Channel Manager

Responsible for developing and managing channel strategy and marketing tactics for each brand/category within their channel portfolio based on shopper and trade expertise. Strategic resource for selling teams to help develop and implement solutions that address shopper insights, brand and customer strategies.

420.492.221 - Indirect Sales Manager

Develops and implements strategies for marketing and selling products and services through indirect distribution channels. Recruits and selects national, regional, and/or local retailers, dealers, and agents, and negotiates contractual agreements with these organizations. Manages on-going relationships with third-party vendors, including implementing joint marketing campaigns, developing and distributing promotional and communications materials, ensuring adequate product supplies, training the vendors' sales staffs and resolving retailer/dealer/agent issues.

420.492.340 - Channel Marketing Consultant - Senior

Under general direction, responsible for developing and implementing channel strategy and marketing tactics for each brand/category within their channel portfolio based on shopper and trade expertise. Is a strategic resource for selling teams to help develop and implement solutions that address shopper insights, brand and customer strategies. Typically reports to the Channel Manager (Position 420.492.220).

420.494.210 - Strategic Sales Director

Responsible for driving awareness of new technology to facilitate corporate growth. Responsible for leveraging key customer relationships and acts as a liaison between provincial governments and associations. Works with customers at the executive level. Typically has over ten years of experience in sales and marketing. Typically reports to the Sales Executive (Position 420.000.120) or to the Sales Executive (Subsidiary/Division) (Position 420.010.120).

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420.494.220 - Alliance Manager

Responsible for developing, implementing and managing corporate sponsorships and partnerships with national corporate clients to secure and retain revenues. Works closely with the sales strategic team to plan, develop and implement partner recruitment strategies. Align project activities, objectives, and priorities with the team and corporate objectives, and ensure that project plans and activities are consistent with established goals. Provide market and strategic guidance, develop and review objectives for partner recruitment and develop and review revenue targets and attainment. Manages the expectations of deliverables.

420.496.214 - Pre-Sales Solution Architect - Technical Director

Oversees the pre-sales solution team and develops winning sales strategies, solution designs, and proposal responses. Provides pre-sales technical support to the sales function to assist in the sales effort. Knowledgeable of process necessary to deliver a customized product/service solution and/or technical framework. Works in conjunction with the client and the development team to arrive at the recommended solution. Provides direct support in meetings and presentations. Commonly known in the market as Solutions Architect or Solutions Specialist.

420.496.215 - Pre-Sales Product Support Director

Responsible for developing strategic and policy development aspects that will have medium to long-term consequences on the operation of the function and perhaps impact elements of the organization's performance. Directs and oversees the pre-sales support function in all the day-to-day activities. Focuses on budget and strategy setting and accountability, career development of others, medium to long-term planning and oversight of project management standards, methodology and execution.

420.496.220 - Sales Engineer Manager

Responsible for managing technical sales support to assure successful customer integration and implementation of established organization products. Supports unit sales plan through pre-sales and/or post-sales technical consulting activities. Knowledgeable of the process of gaining understanding of customer's business and analysis of customer's system and product needs. Oversees the preparation and presentation of technical proposals of how organization's products can meet client's needs and be integrated and implemented with customer's systems and equipment, and assures complete plan is feasible within cost, time, and environment constraints. Manages and coaches sales engineers.

420.496.225 - Pre-Sales Product Support Manager

Assists in developing and implementing strategic and policy development aspects that will have medium to long-term consequences on the operation of the function and perhaps impact elements of the organization's performance. Manages the pre-sales support function in all the day-to-day activities. Focuses on budget and strategy setting and accountability, career development of others, medium to long-term planning and oversight of project management standards, methodology and execution. Typically reports to the Pre-Sales Product Support Director (Position 420.496.215).

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420.496.330 - Sales Engineer - Lead

Under general direction, provides technical sales support to assure successful customer integration and implementation of established organization products. Supports unit sales plan through pre-sales and/or post-sales technical consulting activities. Typical pre-sales activities include gaining understanding of customer's business and analysis of customer's system and product needs. Prepares and presents technical proposals of how organization's products can meet those needs and be integrated and implemented with customer's systems and equipment. Prepares and presents customer systems/equipment needs plan to organization teams to assure complete plan is feasible within cost, time, and environment constraints. Typical post-sale activities include gathering data and information on customer and participating in developing presentations relative to keeping customer current on how organization's product enhancements can meet customer's changing business needs. This position requires extensive knowledge of organization's products. Typically requires a Bachelor's degree in business or a technical discipline, and more than seven years of experience.

420.496.335 - Pre-Sales Consultant (Product) - Specialist

Under general direction, adapts precedents and make significant departures from tradition approaches in the solution of technical or commercial challenges. Requires comprehensive knowledge of a recognized professional discipline and an ability in a highly complex or specialized field to establish and/or modify standard guidelines, techniques or commercial principles. Typically reports into the Pre-Sales Product Support Manager (Position 420.496.225).

420.496.340 - Sales Engineer - Senior

Under general direction, provides technical sales support to assure successful customer integration and implementation of established organization products. Supports unit sales plan through pre-sales and/or post-sales technical consulting activities. Typical pre-sales activities include gaining understanding of customer's business and analysis of customer's system and product needs. Prepares and presents technical proposals of how organization's products can meet those needs and be integrated and implemented with customer's systems and equipment. Prepares and presents customer systems/equipment needs plan to organization teams to assure complete plan is feasible within cost, time, and environment constraints. Typical post-sale activities include gathering data and information on customer and participating in developing presentations relative to keeping customer current on how organization's product enhancements can meet customer's changing business needs. This position requires knowledge of organization's products. May provide technical leadership and assist in training less experienced engineers. Typically requires a Bachelor's degree in business or a technical discipline, and more than seven years of experience.

420.496.345 - Pre-Sales Consultant (Product) - Senior

Under general direction, responsible for applying established professional, technical, commercial and administrative disciplines. Requires knowledge of a recognized professional discipline. Has several years of experience in casework, research or investigation, involvement in a range of challenging projects, and/or coaching from senior specialist staff. May be responsible in instructing more junior staff. Typically requires a Bachelor's degree and a minimum of five years experience. Typically reports into the Pre-Sales Product Support Manager (Position 420.496.225).

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420.496.350 - Sales Engineer - Intermediate

Under general supervision, provides technical sales support to assure successful customer integration and implementation of established organization products. Supports unit sales plan through pre-sales and/or post-sales technical consulting activities. Typical pre-sales activities include gaining understanding of customer's business and analysis of customer's system and product needs. Assists in the preparation and presentation of technical proposals of how organization's products can meet those needs and be integrated and implemented with customer's systems and equipment. Assists in the preparation and presentation of customer systems/equipment needs plan to organization teams to assure complete plan is feasible within cost, time, and environment constraints. Typical post-sale activities include gathering data and information on customer and participating in developing presentations relative to keeping customer current on how organization's product enhancements can meet customer's changing business needs. This position requires knowledge of organization's products. Typically requires a Bachelor's degree in business or a technical discipline, and five to seven years of experience.

420.496.355 - Pre-Sales Consultant (Product) - Intermediate

Under general supervision, applies and uses in-depth knowledge of subject matter. Has experience in casework, research or investigation, involvement in a range of projects, and/or coaching from senior specialist staff. Is required to understand specific client needs or technical requirements in order to apply well-developed skills or knowledge. Typically has a Bachelor's degree and a minimum of three years experience. Typically reports to the Pre-Sales Product Support Manager (Position 420.496.225).

420.496.360 - Sales Engineer - Associate

Under direct supervision, assists with providing technical sales support to assure successful customer integration and implementation of established organization products. Supports unit sales plan through pre-sales and/or post-sales technical consulting activities. Typical pre-sales activities include gaining understanding of customer's business and analysis of customer's system and product needs. Assists in the preparation and presentation of technical proposals of how organization's products can meet those needs and be integrated and implemented with customer's systems and equipment. Assists in the preparation and presentation of customer systems/equipment needs plan to organization teams to assure complete plan is feasible within cost, time, and environment constraints. Typical post-sale activities include gathering data and information on customer and participating in developing presentations relative to keeping customer current on how organization's product enhancements can meet customer's changing business needs. This position requires basic knowledge of organization's products. Typically requires a Bachelor's degree in business or a technical discipline, and three to five years of experience.

420.504.220 - Sales Administration Manager

Leads a team responsible for the administrative and analytical activities of the sales department. Manages order fulfillment, sales contracts, account renewals and maintenance agreements. Requires a knowledge of government regulations related to global trade, commercial logistics, and international shipping.

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420.504.230 - Sales Administration Supervisor

Co-ordinates the administrative activities of the sales department. Specific responsibilities may include, but are not limited to, preparing sales reports, processing orders, administering commission pay, and managing expense accounts. Other related duties may include conducting background sales research, liaising between field sales representatives and internal operations personnel, and assisting sales and marketing personnel on projects and assignments. Responsible for mentoring and coordination with supervisory accountability. Typically reports to the Sales Administration Manager (Position 420.504.220) or to the Division Sales Manager (420.100.221).

420.504.350 - Sales Analyst

Compiles, integrates and analyzes all sales information. Assists in developing sales forecasts, annual budget and sales targets. Provides timely and accurate reporting to sales and management teams and assists Sales Management in dealings with customers. Typically reports to the Sales Administration Manager (Position 420.504.220).

420.504.410 - Sales Administration Co-ordinator - Senior

Under general direction, co-ordinates the administrative activities of the sales department. Specific responsibilities may include, but are not limited to, preparing sales reports, processing orders, administering commission pay, and managing expense accounts. Other related duties may include conducting background sales research, liaising between field sales representatives and internal operations personnel, and assisting sales and marketing personnel on projects and assignments. May conduct routine checks and review work of more junior employees, but has no formal supervisory responsibilities. Typically reports to the Sales Administration Manager (Position 420.504.220) or to the Division Sales Manager (420.100.221).

420.504.420 - Sales Administration Co-ordinator - Intermediate

Under general supervision, co-ordinates the administrative activities of the sales department. Specific responsibilities may include, but are not limited to, preparing sales reports, processing orders, administering commission pay, and managing expense accounts. Other related duties may include conducting background sales research, liaising between field sales representatives and internal operations personnel, and assisting sales and marketing personnel on projects and assignments. Typically requires two to four years of experience. Typically reports to the Sales Administration Manager (Position 420.504.220) or to the Division Sales Manager (420.100.221).

420.504.430 - Sales Administration Co-ordinator - Associate

Under direct supervision, assists in co-ordinating the administrative activities of the sales department. Follows guidelines to answer routine internal and external customer enquiries on product availability, delivery times and status of orders. Enters data to maintain customer records, track order status, maintain sales commission and expense records and to generate sales reports. May assist in conducting background sales research. Typically reports to the Sales Administration Manager (Position 420.504.220) or Division Sales Manager (420.100.221).

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420.508.351 - Demand Planner

Responsible for estimating future category demand by defining, tracking and measuring market elements and determining what inventories are necessary to facilitate approval of demand plans and improved category and/or channel decision-making. This is not a forecasting position. If you have a Forecast Analyst, please match to Position 610.580.350.

420.512.350 - Sales Trainer - Intermediate

Responsible for sales training programs and training outcomes. Works with sales management to gain knowledge of training scenarios, and facilitates a variety of on and off site sales training courses to support the further development of the sales training curriculum. Determines instructional methods for each sales training session, and tests sales trainees to measure learning progress. Training sessions can include new hire orientation, product training, sales process and consultative selling, presentation skills, phone selling skills and any other key learning required by sales management. Typically requires a Bachelor's degree and at least five years of direct or indirect sales experience. Knowledge of adult learning theory is required. Typically reports to the First Level Sales Manager (Position 420.100.230), to the Second Level Sales Manager (Position 420.100.223) or to the Training and Development Manager (Position 120.272.220).

420.520.220 - Telesales/Inside Sales Manager

Responsible for servicing customers directly by telephone, mail and/or over the counter. Activities include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. Manages and coaches staff. Typically reports to the Sales Executive (Position 420.000.120), Sales Executive (Subsidiary/Division) (Position 420.010.120) or to the Sales Director (420.100.210).

420.520.340 - Inside Sales Representative - Senior

Under general direction, responsible for servicing customers directly by telephone, mail and/or over the counter. Activities often include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. Does not have supervisory responsibility but may mentor and assist less experienced staff. Typically reports to Telesales/Inside Sales Manager (Position 420.520.220).

420.520.350 - Inside Sales Representative - Intermediate

Responsible for servicing customers directly by telephone, mail and/or over the counter. Activities often include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing.

420.520.360 - Inside Sales Representative - Associate

Under direct supervision, responsible for servicing customers directly by telephone, mail and/or over the counter. Activities often include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. Typically reports to Telesales/Inside Sales Manager (Position 420.520.220).

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420.520.410 - Telesales Representative - Senior

Under general direction, responsible for servicing customers through direct telephone conversation. Activities include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. Is involved in less-complex indirect sales activities. Does not have supervisory responsibility but may mentor and assist less experienced staff. This is a fully qualified sales position, with accountability for achieving specific sales objectives. Typically reports to Telesales/Inside Sales Manager (Position 420.520.220).

420.520.420 - Telesales Representative - Intermediate

Under general supervision, responsible for selling products and services through direct telephone communication. Activities may include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. This is a fully qualified sales position, with accountability for achieving specific sales objectives. Typically reports to Telesales/Inside Sales Manager (Position 420.520.220).

420.520.430 - Telesales Representative - Associate

Under direct supervision, responsible for servicing customers through direct by telephone conversation. Activities may include handling inquiries, processing orders and selling or promoting additional sales. May be involved in verifying product availability, delivery and pricing. Involved in less-complex indirect sales activities. This is a fully qualified sales position, with accountability for achieving specific sales objectives. Typically reports to Telesales/Inside Sales Manager (Position 420.520.220).

420.524.210 - Trade Marketing Director

Responsible for developing and implementing merchandising strategy that supports new marketing and business development initiatives for one or more of the organization's significant products/services. Manages program execution and the trade marketing budget. Liaises with global offices to execute localized marketing promotions. This position may report to the Sales or Marketing function. Typically reports to the Sales Executive (Position 420.000.120), Marketing Executive (Position 410.000.120) or to the Marketing and Sales Executive (Position 400.000.120).

420.524.220 - Trade Marketing Manager

Assists with the development and implementation of merchandising strategies that support new marketing and business development initiatives. Works with cross-functional teams dedicated to brand building and business development. Communicates key information including competitive trade practices to Sales and Category Management teams. Works closely with trade associations to strengthen the organization's market presence. This position may report to the Sales or Marketing function. Typically reports to the Trade Marketing Director (Position 420.524.210).

420.524.350 - Trade Marketing Analyst - Intermediate

Supports and executes merchandising and marketing strategies for key accounts and merchandising agencies. Ensures that trade and profitability objectives are met by researching and communicating key information including competitive trade practices to the Trade Marketing Management team. Maintains daily records of trade activity and is accountable for achieving specific sales objectives. May work with cross functional teams dedicated to brand building and business development. Typically reports to the Trade Marketing Manager (420.524.220).

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420.526.210 - Field Service Director

Manages field operations, according to established programs and objectives. Determines policies and short and long-range objectives, particularly those affecting the field operations, including recommending terms and conditions for agreement with customers and supplier, as well as identifying possible new sources of revenue. Participates actively with other service and organization departments in matters of mutual concern to resolve problems and establish objectives, policies and plans to achieve the best interests of the overall business. Implements policies and procedures to ensure consistent effective service for customers while satisfying the business interests of the organization. Creates an operational environment that will motivate team. Initiates and implements field measurement and reporting methods to provide meaningful cost and performance information for sound technical and business decision making. Maintains sound relationships with other organization staff, customers, suppliers and industrial associations. Typically reports to the Sales Executive (Position 420.000.120).

420.526.220 - Field Service Manager

Directly manages the field engineers, assets, budgets, and service programs for a limited geographic area. Responsible for managing expenses and meeting revenue objectives. May sell support products such as planning and design services, service contracts etc. Plans staff and expense requirements, prepares revenue and cost budgets, and is responsible for submission of reports to Branch Management. Maintains effective communications with customers and field team members to understand individual support and response requirements better. Allocates personnel and technical resources to ensure adequate response. Makes frequent contact with customers to evaluate and maintain goodwill and satisfaction. Typically reports to the Field Service Director (Position 420.526.210) or the Second Level Sales Manager (Position 420.100.223).

420.526.230 - Field Service Supervisor

Co-ordinates, prioritizes and resolves issues encountered by service technicians in the field. Responsible for co-ordinating and communicating the coverage, call handling, response time and protocols of service technicians. Through team management, aims to minimize downtime and maximize the first time fix rate of machinery and/or equipment. May also be responsible for providing technical support to customers and the sales team in a given discipline(s) including: systems installations, repairs, preventative maintenance and pro-active follow-up. Typically has one to three years of management experience. Typically reports to the Field Service Manager (Position 420.526.220).

420.526.330 - Field Service Representative - Lead

Viewed as an expert in the field by organization management and customers. Maintains up-to-date knowledge of equipment modifications, new systems and related technical information to provide a high level of customer support. Primary coach for other technicians in technical and customer relations areas. Proactively manages a support program for assigned account, takes responsibility for informing the customer of additional support services or refers product sales opportunities to the selling team. Bachelor's degree in fields of electrical technology, computer science, related science or equivalent education and experience is required. Typically has six to ten years of related work experience.

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420.526.340 - Field Service Representative - Senior

Full responsibility for territory and customer accounts. Promotes organization services and/or products to customers. Directs leads for appropriate follow-up. Plans, schedules and performs preventive maintenance. Responds to unscheduled service calls. Meets with customers to work on outstanding issues, obtain feedback, and ensure proper site/account control. Works cross-functionally to resolve outstanding issues. Provides technical training and guidance to less experienced team members. Typically requires a technical college diploma and ongoing related organization training and maintenance experience.

420.526.350 - Field Service Representative - Intermediate

Assumes territory responsibility. Receives general supervision with occasional guidance and technical assistance. Has frequent customer contact which requires a high degree of tact and courtesy. May advise customers on the use of equipment. Installs and repairs instrumentation at customer sites. Plans, schedules and performs preventative maintenance. Typically requires a technical college diploma and three years of work experience.

420.526.360 - Field Service Representative - Associate

Entry level position for those with technical college diplomas, where a significant amount of time is spent training. Assumes limited territory responsibility. Works alone or with a senior individual. Receives general supervision with regular guidance, counsel and technical assistance. Must possess a comprehensive knowledge about techniques and supplies (e.g., kits/parts, product and its uses). Exercises considerable tact and co-operation with customers and fellow service technicians. Typically requires a technical college diploma.

420.526.410 - Field Service Technician - Senior

Under general direction, works with a senior individual and is responsible for addressing technical questions/problems from customers. Exercises considerable tact and co-operation with customers and fellow service representatives. Typically has product certification. Note: Incumbents with technical certifications or ample progressive experience should be matched to the Field Service Representative - Senior (Position 420.526.340).

420.526.420 - Field Service Technician - Intermediate

Under general supervision, works with a senior individual and is responsible for addressing technical questions/problems from customers. Exercises sufficient tact and co-operation with customers and fellow service representatives. Typically has product certification. Note: Incumbents with technical certifications or ample progressive experience should be matched to the Field Service Representative - Intermediate (Position 420.526.350).

420.659.220 - Sales Financing Manager

Works with customers and prospective clients to prepare a range of financing prospects in order to maximize the level of sales. Activities include monitoring risk rating accuracy as well as formulating and establishing the group's credit and lending policies, procedures and standards. Manages and coaches the sales financing team. Typically reports to the Sales Executive (Position 420.000.120) or to the Sales Executive (Subsidiary/Division) (Position 420.010.120).

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420.659.330 - Sales Financing Consultant - Specialist

Responsible for contributing and providing insight to cases with high complexity or special considerations to prepare a range of financing prospects for customers and prospects in order to maximize the level of sales. Activities include monitoring risk rating accuracy as well as formulating and establishing the group's credit and lending policies, procedures and standards.

420.659.350 - Sales Financing Consultant - Intermediate

Under general supervision, works with customers and prospects to prepare a range of financing prospects in order to maximize the level of sales. Activities include monitoring risk rating accuracy as well as formulating and establishing the group's credit and lending policies, procedures and standards. May maintain records and perform administrative tasks directly related to sales financing. Typically reports to the Sales Financing Manager (Position 420.659.220).

430.532.220 - Customer Service Manager

Responsible for the practical implementation of direction set out at director level and for direct supervision of the day-to-day functions of the customer service department including such activities as orders processing, customer inquiries and general correspondence to ensure that customers receive the best possible service. May co-ordinate with other departments such as purchasing, sales, production, engineering or shipping. Typically reports to Customer Service Director (Position 430.532.210).

430.532.410 - Customer Service Representative - Senior

Under general supervision, responsible for handling and resolving more complex customer inquiries/problems. Requires extensive knowledge of the company, products, and/or services. Position may provide functional advice or training to less-experienced customer service representatives. May assess needs and suggest/promote alternative products or services. Reports to the Customer Service Manager (Position 430.532.220).

430.532.420 - Customer Service Representative - Intermediate

Responsible for providing customer support related to the organization's products and services. Involved in maintaining positive customer relations and responds to problems and inquiries. May handle inquiries of a technical nature.

430.532.430 - Customer Service Representative - Entry

Under direct supervision, responsible for answering customer inquiries, resolving basic problems, and/or promote and sell products/services. May respond to customer inquiries by referring them to published materials, secondary sources, or more senior staff. Requires limited knowledge of company, products, and/or services. Typically reports to the Customer Service Manager (Position 430.532.220).

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810.500.420 - Sales Clerk

Responsible for providing sales assistance to customers on the floor. Completes sales and provides customer assistance in the areas of exchanges and returns transactions. Ensures that department merchandise displays and presentations are maintained. In accordance with inventory control guidelines, maintains and reports stock outs.