

LAITHWAITES

Retail Wine Adviser – Gloucester Shop 3-month Fixed Term Contract - Full Time

Job Purpose

Laithwaites are currently looking to give exceptional levels of customer service by providing advice and assistance on selecting wine in a pleasant and efficient manner. To maximise sales revenue in person and on the telephone through up-selling, adding on and using targeted, personal recommendations. To maintain the highest standards of conduct and personal appearance whilst representing Laithwaites.

Key Responsibilities

- Maximise sales revenue through up-selling, tele-sales, wine plan and events.
- To contribute to the daily and weekly store communication process.
- Re-stocking of shelves and display units.
- Making domestic and trade deliveries in the company van and carrying customers' orders to their homes. As such lifting boxes is a regular part of the role.
- Contribute to the shop achieving its sales targets.
- Exceed customer expectations through ascertaining their needs using; open questions, their purchase history, building relationships, offering tastings from the table, and actively listening.
- Maintain efficient and effective working practices within the showroom (including presentation standards)
- Work as part of a team to create a positive and motivated atmosphere.
- Receiving deliveries, storing stock and replenishing stock
- The showroom is a busy retail environment, and you will generally be required to be on your feet for the majority of the day. There will be a constant interaction with both customers and colleagues. There is a team atmosphere where everybody should 'pitch in'.

Skills or experience:

- Educated to GCSE Level or above (essential)
- Full, clean Driving Licence and willingness to drive Shop van (essential)
- Customer Service or Retail Experience (desirable)
- Knowledge of Direct Wine systems and Office skills (desirable but not essential)
- Physically able to cope with regular manual handling/lifting

Personal Qualities:

- Excellent communicative with Influencing Skills
- Customer focused and personally effective
- Passion for and willingness to learn about wine
- Self-starter with an ability to attain targets and overcome all realistic objectives
- Provides excellent customer service and takes responsibility for own actions
- Constantly strives for high standards and consistently achieves them
- Calm under pressure
- Degree of flexibility required with hours to cover evenings and weekends as and when required

Please apply in writing and if internal, notify your manager of your application.
Your covering letter should be addressed to Simon Eastwood and emailed with your CV to charlotte.wilson@directwines.com

CLOSING DATE: 15th October 2021

