

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Retail Wine Adviser – Wedding and Trade Coordinator
<b>Reports To</b>	Retail Business Manager
<b>Overall Job Purpose</b>	<p>Provide exceptional levels of customer service to all customers, providing them with guidance on selecting a wine as well as pleasant and efficient assistance. Maximise sales revenue in person and on the telephone by up-selling, adding on and using targeted, personal recommendations.</p> <p>Ensuring you understand that you and your shop represent Averys as a company and both are always presented to the highest standards.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Maximise sales revenue through up selling and sales for tasting events.</li> <li>• Complete Telesales targets achieving 1 to 4 sales ratio</li> <li>• Play a part in the shop achieving monthly and weekly sales targets</li> <li>• Exceed the customer's expectations by ascertaining their needs using; open questions, using their purchase history, building relationships, offering tastings from the table and actively listening.</li> <li>• Achieve acceptable levels of wine knowledge to assist the customer with all needs. Build towards taking the WSET higher certificate.</li> <li>• Maintain efficient and effective working practices within the store. Helping to create a positive and motivated team atmosphere.</li> <li>• Where possible your target is to deal with 30 customers in person (where footfall allows) and 20 – 30 telephone contacts per day.</li> <li>• The store is a busy retail environment and you will generally be required to be on your feet for the majority of the day. You will be located in the store at all times. There will be a constant interaction with both customers and colleagues. There is a team atmosphere where everybody should 'pitch in'.</li> <li>• The role includes replenishing stock and carrying customer's orders out to their cars.</li> <li>• Support the retail business manager in growing trade sales and margin.</li> <li>• Host stands at booked Wedding Fairs.</li> <li>• Be the main point of contact for all wedding enquiries and tastings.</li> <li>• Be the main point of contact in store for all trade customers and wedding customers at the point of order.</li> <li>• Be the main point of contact to liaise with merchandising team to keep key lines in stock.</li> </ul>
<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Educated to GCSE Level or above</li> </ul>

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<b>Experience</b>	<b><i>Essential</i></b> <ul style="list-style-type: none"><li>• Retail experience</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Excellent Communicative and Influencing Skills</li><li>• Customer Focused</li><li>• Personally Effective</li><li>• Passion for and willingness to learn about wine</li><li>• Self starter with an ability to attain targets and overcome all realistic objectives</li><li>• Provides excellent customer service and takes responsibility for own actions</li><li>• Constantly strives for high standards and consistently achieves them.</li></ul>
<b>Author</b>	Kate Williams
<b>Date</b>	January 2017