

Retail Wine Advisor – Solihull

Part Time Permanent contract – 16 hours per week.

Job Purpose:

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.
- Contribute to the shop achieving its sales targets.
- Exceed customer expectations through ascertaining their needs using; open questions, using their purchase history, building relationships, offering tastings from the table and actively listening.
- Achieve a good level of wine knowledge to assist the customer and build towards taking the WSET Level 3 certificate.
- Maintain efficient and effective working practices within the showroom (including presentation standards) – ensuring you have a good working knowledge of the Best Practice Manual and the Shop Seller training manual.
- Work as part of a team to create a positive and motivated atmosphere.
- 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'.
- Receiving deliveries, storing stock, replenishing and stock carrying stock to the customer's car.

Desired/Required skills or experience:

- **Essential:**
- Retail Experience
- Educated to GCSE Level or above
- **Desired:**
- Wine Knowledge

Personal Qualities:

- Excellent Communicative with Influencing Skills
- Customer Focused
- Personally Effective
- Passion for and willingness to learn about wine
- Self starter with an ability to attain targets and overcome all realistic objective
- Provides excellent customer service and takes responsibility for own actions
- Constantly strives for high standards and consistently achieves them

If you are interested in this position, please hand in your CV with a covering letter attached to the manager at vacancies@directwines.com

CLOSING DATE: 12th Oct. 2018

