

WILSON ARTISAN WINERIES

Job Description

Job Title: Telemarketing Associate
Department: Wilson Winery
Reports To: DTC Sales Manager
FLSA Status: Non-exempt
Employment Status: Full-time
Approved Date: January 2018

JOB SUMMARY:

The Wilson Winery Telemarketing Associate will be responsible for planning and generating the outbound calls and emails to new and existing Wilson Winery customers. This individual will identify sales opportunities from historical customer sales data, as well as find new opportunities to sell our award-winning wines.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

See below. Other duties and projects as assigned.

Direct Phone Sales (50%)

- Call customers from winery database
- Answer incoming calls
- Sell additional services by recognizing opportunities to up-sell accounts; explaining new features
- Maintain winery database by updating information as needed

Direct Email Sales (25%)

- Mine customer data to identify specific targets to pair with wines
- Develop group emails promoting specific wines
- Other duties as assigned

Data Manipulation Coordination (25%)

- Report to DTC Sales Manager, reporting sales conversion rates and inventory depletions
- Work closely with the DTC Sales Manager and Wine Club Manager to coordinate sales campaigns and marketing to maximize effect of interaction with customers

JOB REQUIREMENTS:

- Outgoing, persuasive individual, looking to capitalize on their passion for wine
- Able to source customers outside of the existing customer base
- Excellent customer service skills
- Possess a proven track record of successful sales via telephone and email
- In-depth knowledge of successful phone and email sales techniques
- Able to achieve high sales conversion rates
- Communicate effectively with customers and coworkers through both oral and written methods
- Develops and maintains a call and email schedule
- Able to produce results on an individual basis as well as in a team setting
- Proactively identifies and pursues sales leads
- Represent Wilson Artisan Wineries at offsite events as directed

- Must have ability to work occasional weekends and events as needed
- Must be able to meet and/or exceed monthly sales targets
- Ability to travel locally to other Wilson Artisan Wineries and event sites as needed
- Must be detail oriented and have exceptional follow through

EDUCATION AND EXPERIENCE:

High School Diploma or equivalent.

Minimum of two years related experience and/or training; or equivalent combination of education and experience.

Advanced knowledge of wine and successful sales techniques.

LANGUAGE SKILLS:

Proficient in English. Bilingual preferred. Ability to read and interpret documents such as sales documents and scripts and to prepare routine reports and correspondence. Ability to communicate in a professional manner with both customers and coworkers.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY:

Ability to utilize good decision making skills and to carry out instructions furnished in written, oral, or diagram form. Ability to effectively trouble shoot problems and offer possible solutions.

COMPUTER SKILLS:

Proficient with MS Office Suite and various social media applications. VinNow experience preferred.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, climb stairs, talk, hear, taste and smell. Must possess vision, hearing and sufficient digital manipulation skills to utilize a computer keyboard and cash register. The employee is occasionally required to climb and balance, stoop, kneel and crouch. The employee must be able to frequently lift and carry up to 45 lbs.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Most duties will be performed indoors, including office and tasting room.