

Job Title: Retail Sales Associate, Casa Larga Vineyards

Job Description:

- Work in the retail shop to serve as the single point of contact for customers immediate needs/requests.
- Maintain a proficiency in all areas of wine store products including but not limited to: Wine; Worldly Approach to Wine tickets; Gift Baskets; Gift Cards; Festival Tickets; Gift of the Month Wines; store merchandise and special events.
- Complete wine label and/or baskets orders - by phone and on site - according to procedures as required.
- Possess the ability to operate a cash register - paging system and phones.
- Participate in monthly and yearly inventory processes.
- Willing and able to work a variety of day/evening and weekend shifts as needed.
- Perform wine tastings according to established policies and procedures.
- Perform small and large tours according to established policies and procedures.
- Willingness to broaden overall knowledge of Casa Larga Vineyards

Key Skills: Sales and customer service background; outgoing personality; fast on your feet; can multi-task; quick learner; willing to jump in as needed; and the ability to understand the wine distinctions to help customers choose their selection

Special Qualifications: Possesses the following physical attributes: ability to lift 40 pounds; ability to stand for up to 5 hours at a time; ability to carry a case of wine to customer's car in all types of weather. Must have basic computer skills.

Job Expectations:

- Meet all company sales target and goals each month
- Sell at least 12 Wine of the Month cases to customers through out the year.
- Obtain 100% positive customer satisfaction surveys from tours and tastings.
- Identify and discuss with Manager cost saving measures that could save 5% a year
- Sell 12 WLC memberships per year.
- Refer at least 24 new possible business opportunities to the Directors of Bella Vista Wholesale and Corporate accounts.
- Work with fellow associates to promote team work.
- Understand products that are the best payback to Casa Larga and knows what makes the most sense to recommend to the customers where appropriate
- Complete all aspects of opening and closing procedures of the retail shop in accordance with written procedures to ensure the store is clean and presentable at all times and the backroom is picked up 100% of the time.
- Develop a full understanding of all Casa Larga wines and the wine making process.
- Participate in all training classes.
- Possess the willingness and desire to learn about the wine industry.
- Flexibility in work schedules due to the store's seasonal needs and report on time 100% of the time
- Possess the ability to be in control under stressful situations
- Conduct oneself in a professional manner when interacting with customers in both appearance and language