



T R I A L T O®

*Wines of People, Place and Time®*

## **Trialto Sales Representative**

### **Position Summary:**

A Sales Representative at Trialto works closely with the provincial sales team and respective Sales Manager to execute and achieve sales and marketing initiatives. The Sales Representative is responsible for selling Trialto Wine Group wines and services, maintaining, and developing Trialto's network of relationships and achieving sales targets as outlined by the Sales Manager. Sales targets will be met through effective management of designated territories with regular visits and utilization of the sales and marketing tools available. This position is also responsible for developing ongoing profitable relationships with customers and continually maintaining a professional image of the company. Integrity, passion, and in-person presentational skills are essential for this role.

This position will service Calgary and surrounding area (Canmore, Banff, Lake Louise)

### **Key Accountabilities:**

- Track and report on key sales metrics with respect to customer network and territory activities as indicated by the Sales Manager.
- Implement sales programs established by the Sales Manager and Marketing Director as indicated.
- Achieve product placements in accordance with goals and plans as outlined by the Sales Manager.
- Achieve monthly sales targets as outlined by the Sales Manager.
- Track account and promotional spending and maintain spending within indicated budget.
- Maintain good records of account calls, customer information, market information, competitor intel and sales and marketing spending.
- Make front line assessment of market conditions and advise sales manager and marketing director as needed.
- Build and maintain strong relationships with customers and influencers.
- Attend weekly sales meetings, and periodic sales training where applicable
- Create excitement and purchase interest with our customers by sharing our winery stories and demonstrating in depth knowledge across our portfolio.
- Support marketing initiatives by working trade shows, exhibits, and other events on an as needed basis.
- Address customer concerns in a professional productive and timely manner.

### **Core Competencies**

**Impact and Influence:** this implies the will to convince or influence others so that they end up supporting the speaker's plan or ideas, using targeted persuasions techniques, and adapting the presentation to appeal to the audience by anticipating the reaction and decision of the audience.

**Communication:** Listens, speaks, and writes clearly and concisely, provides timely, appropriate, and useful information to others, determining the most effective method of communication, and tailoring the message to the needs of the intended audience. Last, uses personal judgment to determine what information is useful to the coworker and clients.

**Flexibility:** the ability to work effectively in a variety of situations with various individuals or groups, applies procedures flexibly where context allows, alters normal procedures to fit a specific situation and to meet a client's needs.

**Teamwork and cooperation:** create team spirit by speaking positively of others, promoting a friendly climate and strong morale, show confidence in others, recognize their ability to meet expectation and contribute, and give credit publicly to deserving team members.

**Client Service Orientation:** focusing on discovering the needs of the client and figuring out how best to meet them, knowing how to uncover underlying needs that often go unsaid, identifying the real needs of the client, and matching those needs with customized products or services.

**Job Requirements:**

- Track record of sales success with 1-3 years' experience in the wine industry
- Intermediate to advanced wine knowledge gained from formal education (WSET or ISG Certification) or experience equivalent
- Proficient user of Microsoft Office, and familiarity with Apple products
- Excellent verbal and written communication skills
- Excellent listening skills
- Diligent, organized, and good time management skills
- Strong ability to build and maintain relationships
- Strong customer service focus
- A strong passion for wine
- Must possess a valid Driver's license
- Flexible schedule, some evening and weekend work will be required
- Must be able to lift and carry up to 20 kg

**What Trialto Offers:**

- The opportunity to work with some of the World's Great Winery Partners. Wines that exemplify Trialto's motto of "Wines of People, Place and Time.
- Competitive salary
- Benefits
- Training & Development Programs