

# K+AR imports

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## WINE SALES MANAGER – VANCOUVER, BC

We are seeking an individual who is keen to take their career as a wine agent to the next level, by taking on a key role in a growing business.

We seek an individual who loves the industry and talking to people about wine. They enjoy the process of sales, including being mobile and self-reliant. They may be working for a company which has little prospect for advancement or personal growth and want to find some way of converting their inevitable successes into more satisfaction, recognition and reward. They also may have thought of running their own agency at some point.

This position has excellent long-term growth prospects. The ideal candidate who shows leadership and business acumen, and goes on to achieve the objectives of the position would be likely to be offered a greater role. Furthermore, such an offer may include a portion of company ownership.

The perfect candidate would ideally have most of the following qualities:

- Ambition, self-motivation and professionalism.
- Recent or current experience as a sales representative dealing with wine in Vancouver.
- Business acumen.
- A current working knowledge of the Vancouver restaurant, dining and hospitality scene. As such, experience in the on-premise sector is an asset.
- A working knowledge of the BCLDB's key personnel, systems and procedures relating to the daily tasks of importing, marketing and selling wine in BC.
- A knowledge of Australian wine.
- Demonstrated success in sales.
- Leadership and management skills.
- Excellent personal and business references.
- Financial stability

### Remuneration

Remuneration, at least initially will be entirely performance-based (i.e. commission and bonus) and has been formulated to incentivize sales. We understand from our research that it is generous when compared with the market rate.

The commission and bonus scheme is not capped, and is therefore only limited by our supply. Should our current supply be entirely sold out, the total remuneration paid could exceed \$160K p.a, however it is not expected that these volumes will be achieved for some years. Detail of the commission scheme will be tabled and discussed at interview.



### Contact

Applications, including resumes and references should be sent by email, in PDF or word format to [imports@kplusar.com](mailto:imports@kplusar.com). We will contact you should we wish to meet with you.

We will continue to accept applications until a suitable candidate is found.  
Direct any queries to Andrew Rowe, on 778 317 4722.

### Position Description – Wine Sales Manager

#### Reports to:

Sales Director, Vancouver BC.

#### Job Objectives

- To play a key practical role in establishing K+ARimports reputation as the premier importer of boutique Australian wine in BC.
- To establish a broad and diverse customer base across the BCLDB, LRS and on-premise sectors.
- To exceed a total annualised sales volume of 2000 cases/yr within 6 months, and 5000 cases/year within the first year.

#### Responsibilities

- Drive sales growth by forging special relationships with customers, e.g. establish and maintain strategic partnerships and build loyalty of major customer accounts.
- Collaboration with the Sales and Marketing Director(s) in developing sales and marketing strategies, establishing sales targets for existing products, promotion and commercialization of new products.
- Development of sales methods, processes and tactics to improve efficiency and be implemented in training sales staff.
- Leadership and management of the sales teams in the field, assigning/prospecting opportunities, setting sales targets, ensuring salesperson performance, implementation of assessments and proposing training as required.
- Training and informing the sales team.

#### Education and skills

- Proficiency in marketing, promotion and sales processes.
- Sales experience in the field and with the public.
- Education: Diploma of college studies (DEC in Quebec), preferred in business administration- marketing option or DEC in business management
- In-depth knowledge of products on the market.
- Ability to assess sales and business results.
- Excellent managerial skills.



- Proven interpersonal skills.
- Excellent spoken and written English.

#### **Personal qualities**

- Versatility
- Analytical skills and ability to see the big picture
- Leadership and persuasion skills
- Organization skills
- Sense of responsibility
- Independence and resourcefulness

#### **Working Conditions**

1. K+ARimports will provide an email address (which can be accessed from anywhere through the web), business cards, product samples and marketing material to distribute to sales prospects and customers.
2. No workplace is provided. It is expected that the sales manager possesses and can operate all the equipment and resources required to achieve the above responsibilities. The work sometimes requires significant local travel and may require occasional overnight travel and weekend and/or evening work.

Sales Manager Job Advertisement Description.docx