



Tasting Room Sales Associate Job Description

CRU Winery's tasting room associate provides an exceptional experience to guests of the winery through his or her wine knowledge, stellar customer service and sales driven attitude. A tasting room associate is responsible for the sale of wine and actively soliciting new members to the CRU wine club. The associate also provides assistance with set-up and breakdown of most winery events. This is a part-time position that requires weekend availability.

Specific Responsibilities Include (but are not limited to):

- Greet all visitors with enthusiasm
- Lead guests through wine tasting experiences – educating them about the winery story, wines, growing regions, and brand. Ensure a fun, memorable and educational customer experience.
- Work towards developing relationships with guests to convert into Wine Club members.
- Build long lasting relationships with CRU customers and wine club members.
- Effectively suggest and sell wine, with the ability to “up-sell”
- Execute direct sales to customers via phone as needed.
- Support the team to meet and exceed DTC sales goals

Tasting Room daily operations:

- Opening and closing, stocking wine and retail products, and assisting with the proper display and pricing of retail items
- Responsibly pour selected wines for visitors according to tasting room guidelines and procedures and in accordance with laws and regulations
- Develop basic knowledge of the wines and winemaking practices to continually promote and educate guests on the winery and its offerings
- Handle POS transactions on an integrated cash register and database system
- Provide all guests with excellent customer service
- Assist customers to their vehicles with large purchases (Must be able to lift 40 lbs)
- Available to work special winery events on weekends and evenings
- Clean tasting room, bathroom facilities, wash and polish glassware used in the tasting room
- Responsible for ensuring all wine shipments are properly packaged and sent in accordance with wine shipping laws and winery's permits, and all shipping procedures for tracking sales are properly monitored.
- Quickly recognize the signs that a guest should not be served alcohol and take appropriate action to professionally address the situation.
- Always maintain a professional and polished appearance.

General Requirements:

- Must be at least 21 years of age
- The winery is open 7 days a week; this position requires that you work at least 2 weekends per month, as well as days, evenings and holidays as scheduled/agreed
- This position requires the ability to lift 40lbs on a regular basis and stand for six hours
- Education: High School Diploma, or equivalent
- Excellent communication and sales skill are essential
- 1-2 years employment in a similar environment such as: retail, restaurant, hospitality or customer service
- Cash handling experience and basic math skills
- Flexibility and ability to manage constantly changing priorities with enthusiasm
- Ability to follow company policies and procedures regarding federal and state shipping compliance

A competitive salary and performance incentives are available for suitably qualified candidates.

Interested candidates should email a resume and a brief statement describing his or her qualifications to Mary Densmore at mary@cruwineco.com