

Fusion Wines Ltd.



Sales Agents (Commission Only)

Role Specification

28 February 2009

Job Title – Commission-based Sales Agents

Overview of Role

- This is a hands-on selling role operating principally in the on-trade market, involving identification of opportunities/leads, cold-calling prospective customers, proactively finding and establishing new accounts, generating orders and revenue by persuading customers to buy.
- Home-based, operational area to be agreed with each successful applicant. A number of opportunities each with their own territory are available.
- Could be full or part-time; a number of posts are available.
- This is a Business-to Business agency relationship, not a contract of employment, and successful applicants will be required to enter into an agency agreement.
- It is anticipated that applicants would be self-employed or operate through their own Limited Company. Corporate applicants are also welcome.

Overview of Individual

- Good working knowledge of the wine & spirit trade within the operating area; passion for wine - ideally holds at least one WSET qualification or similar, though this is not essential. Knowledge of key customers, competitors, customer needs etc.
- Motivated enthusiastic self-starter requiring little or no sales support from management, with proven track record selling in similar environment.
- Well presented, good communication skills, both written and oral; shares information with other Fusion personnel as necessary.

Key elements of Role

- Agree business objectives/targets with Sales & Marketing Director and deliver results according to those targets.
- Requires consistent customer focus/contact, giving high levels of customer satisfaction
- Acts as a main contact point for customers.
- Builds understanding of customer's own key business drivers/needs and uses this knowledge for creating profitable business by working with customers using appropriate methods to satisfy those needs.
- Identifies products and/or solutions and develops a product offering to meet customer needs at an optimum profitability – eg assist with wine list creation.
- Hours – flexible, hours to suit availability of key staff within customer base.
- Uses Ordering/Fulfilment procedure to enter customer orders and initiate delivery process. Checks stock levels of ordered products and alerts procurement function of any issues encountered.
- Occasional representation of Fusion at trade events in operational area.
- Provides feedback to Fusion management related to product offering and how it is received in the market.
- Assist senior staff with creation and maintenance of future sales forecasts.

Remuneration package

- The remuneration package will be based solely on commission at a rate to be agreed with management. There will be no upper limit on the amount of commission which may be earned.