

WINE SALES REPRESENTATIVE

Talented wine sales representative with 3+ years of experience in the wine industry. Outstanding record of increasing sales and boosting customer loyalty while managing a portfolio of over 50 wines from around the world. At XYZ, achieved an increase in total sale amount by 10% within one year through successful marketing campaigns and product demonstrations. Recognized for excellent interpersonal skills when working with diverse clientele, including restaurant owners and corporate buyers.

CONTACT

EMPLOYMENT

Wine Sales Representative at Employer A

[REDACTED] | January 2018 to Present

- Formulated creative promotional strategies to increase wine sales by \$2,500 per month; developed new product lines and launched them in 15 stores.
- Demonstrated superior knowledge of wines from around the world through frequent tastings and educational activities for customers; increased awareness of different varieties by 30%.
- Consistently achieved monthly sales targets set by management, with a solid track record of exceeding goals up to 25% on average every quarter.
- Achieved successful customer acquisitions & retention through personalized services and follow-up communications over email/phone; grew customer base by 20%.
- Collaborated with other departments such as marketing & PR to promote upcoming events related to wine tasting and sampling across various retail outlets in the region.

Wine Sales Representative at Employer B

Killeen | March 2012 to December 2017

- Developed and implemented effective sales strategies for a portfolio of 200+ wines, increasing revenue by 15% year-over-year.
- Successfully marketed and sold specialty wine to over 80 customers each month; increased new business accounts from 2 to 10 in the last 6 months.
- Streamlined ordering processes and procedures, resulting in an average order turnaround time reduction of 5 days within 12 months.
- Reorganized inventory management systems which resulted in a decrease of 20% wastage due to mislabeled orders or incorrect stock levels at any given time.
- Promoted various brands through online platforms such as [REDACTED] and [REDACTED] generating 50+ leads per week that were converted into paying customers on average within 3 weeks.

EDUCATION

Bachelor of Science in Business Administration at Educational Institution

XYZ

November
2011

SKILLS

Product Knowledge
Time Management

Sales Techniques
Networking

Organizational Skills
Market Analysis