

Sales

A large, curved wine cellar with a wooden floor and a white wall. Numerous wine bottles are hanging from the ceiling in a grid-like pattern, creating a sense of depth and abundance. The bottles are of various colors, including dark green, black, and red. The lighting is warm and focused on the bottles.

MAIN JOBS IN THIS AREA

- Sales Representative
- Area Manager
- Sales Coordinator
- Key Accounts Manager
- Sales Manager
- State Sales Manager
- National Sales Manager
- Regional Export Sales Manager

Usual entry point

- Sales Representative
- Area Manager

What would help get a job

- Good appreciation of wine and understanding of the wine industry
- Verbal communication skills
- Mathematical aptitude
- Sales representative experience in a different industry
- Retail sales experience
- Any relevant BA and experience in wine industry such as Cellar Door as alternative entry

What type of work

- Developing and maintaining regular service to retail customers within a defined territory to achieve sales targets
- Using marketing aids including point of sale materials to assist in supporting the product in the marketplace
- Informing customers of new products, "deals" and price changes

What type of training

- Wine Appreciation
- Communication skills
- Selling skills
- Business management

Opportunities for promotion

- Key Accounts Manager
- Sales Manager
- National Sales Manager
- Regional Export Sales Manager

What would help you succeed

- Experience in sales or account management
- Experience in managing and motivating staff
- Specialist Wine Sales courses
- Tertiary qualifications in a commercial field such as Business Management

Additional benefits in the work

- Opportunities for travel

Wine Industry Career Pathways can be grouped into four main branches:

growing vines and grapes; making wine; marketing and selling wine and storing and distributing wine.



The pathways shown above are not necessarily linear and there are some opportunities for movement between different branches.



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