

# **Customer Sales Executive Job Description**

## **Yattendon Brewing Company Ltd**

Yattendon Brewing Company Ltd acquired the trade and business of West Berkshire Brewery plc on 23<sup>rd</sup> Dec 2021. Yattendon Brewing Company Ltd is a wholly owned subsidiary of Yattendon Group plc.

### **Yattendon Brewing Company Ltd (trading as West Berkshire Brewery)**

West Berkshire Brewery began its journey in 1995, when its founders, two avid homebrewers, pursued their passion for beer and sold their home to fund a 5-barrel brewery, in a shed behind the Pot Kiln Pub in the picturesque village of Yattendon. It's dynamic and passionate team of brewers continuously push the boundaries of new beer flavours and styles, which has resulted in a multi award-winning and innovative range. The brewery is dedicated to using the finest quality, locally sourced ingredients.

Today, it is a 35000-hectoliter state-of-the-art craft brewery with a substantial packaging facility. The company is capable of brewing and packaging all beer styles, brew sizes and formats on site. The brewhouse includes an automatic hop-dosing unit that adds hops at pre-planned stages and a Hop Back that can be packed with hops to add additional flavour and aroma, allowing for more creative styles of beer.

The company markets its own brands such as Good Old Boy bitter, Renegade lager, and Detour Pale Ale and also brews and packs product for other companies. It has an approximate staff of around 100 people.

### **Yattendon Group plc**

The Yattendon Group is a privately held group of companies owned by the Iliffe family. Through its subsidiary companies, the group operates in a range of sectors including marine leisure, property and local media. It has operations in the UK, Europe, Canada and North America. The business has substantial assets and its vision for Yattendon Brewing Company Ltd is one of sustainable growth, cash generation and brewing excellence.

## **Job Description**

<b><u>Location:</u></b>	Office Based
<b><u>Reports to:</u></b>	Sales Director
<b><u>Direct Reports:</u></b>	None
<b><u>Contract:</u></b>	Full Time Mon – Fri, 8 - 5pm including lunch and flexibility required to fulfil role demands and support wider WBB team
<b><u>Purpose of role:</u></b>	To be on the frontline for the brewery for all inbound customer enquiries and orders, whether that is online or trade based. Manage all customer service enquiries and drive additional sales by delighting customers with their WBB orders and enquiries, raising trade orders, trade customer queries and general administration.

## **Key Role activities / Responsibilities**

**Inbound Calls:** Manage inbound customer service calls who have questions or queries about an order in a professional manner, responding quickly and efficiently so the customer feels positively about their experience with WBB. Upsell additional products when customers are placing orders.

**Outbound Calls:** Manage call lists on a weekly basis, engaging regular WBB customers and encourage repeat business, selling the benefits of our range or current promotional offer. Reply to customer queries by contacting them to reassure them their query is being dealt with.

Have an understanding of the WBB portfolio and be able to talk fluently to customers about these ranges.

Have an understanding of current online promotions and talk these up when liaising with customers to increase sales.

Use SAP system to understand daily what stock we have available to sale for online orders. Have an understanding of the systems supporting the website, and make weekly amendments to this, in line with stock availability and offers.

Maximise the companies profitability by ensuring orders are placed with customers with the correct pricing. Liaise with the Accounts Department for any invoice queries or credit issues fed in from customers or the Sales team.

Work with the Distribution Manager to ensure delivery routes are maximised daily.

Work with the Distribution and Warehousing team to ensure they are fully aware of any last-minute changes to orders or customer requirements.

Work with the Accounts team to ensure refunds/credits are processed accurately and in a timely manner. Deal with Customer Portals as and when orders come through from specific customers.

Be a Brand Ambassador for WBB in front of customers, either on the phone or face to face.

**Key Skills:**

- Delivering Results and Meeting Customer Expectations – Delighting the customer at all times.
- Planning and Organising
- Communicating Information
- Relationship Building and Networking
- Persuading and Influencing

**You will be:**

- Experienced in handling customer calls and emails, inbound and outbound
- Driven by sales and results orientated with a desire to achieve (as an individual and a team)
- Great inter-personal skills.
- Energetic and focussed; Self motivated
- Have good communication skills with the ability to speak to others within the business, dealing with queries from external parties e.g. customers.
- Team Player
- Entrepreneurial approach to overcoming obstacles
- Willing to throw yourself into a varied and busy role.
- Flexible in your approach to managing your workload around busy periods and key deadlines.

**Salary and benefits:**

- Competitive salary
- Beer allowance
- Training and development, supporting your individual career pathway
- A great place to come to work and be proud of, a beautiful brewery in the Berkshire countryside.