Regal Wine Company, one of the leading distributors in California, offers an elite portfolio of world-class wines in the premium and luxury category. Integrity, honesty and innovation are the pillars of our company, along with an unyielding commitment to quality. We are always seeking top talent who share these values.

**POSITION SUMMARY:**
Assistant Sales Associate will support Account Sales Executives in key chain accounts. They will assist in selling, building and merchandising displays; maintain 100% distribution on the shelf and the cold box.

**ESSENTIAL DUTIES/RESPONSIBILITIES:**
- The ASA will work under the direction of the District Manager in the assigned territory and key accounts
- Actively participate in trainings and meetings to support self development and professional growth
- Maintain 100% shelf distribution of all authorized items of each account and sell in new item distribution, direct store delivery items and new products
- Communicate current pricing information and ensure all pricing is correct on displays and in accounts
- Build and merchandise displays, fill shelves and cold boxes, rotate vintages and maintain Royal Wine Company merchandising standards
- Establish and maintain rapport with store managers, liquor department managers and other store personnel
- Prioritize and plan account activities by completing prepplans and recaps to District Manager
- Follow the steps to a successful sales call in every account
- Attend and contribute to bi-weekly team meetings
- Responsible for carrying company cell phone during work hours and point of sales materials in vehicle
- Ability to work in a fast-paced environment and adapt to change easily
- Effectively work with minimal supervision
- Other duties as to be assigned by Royal District or Region Manager

**JOB REQUIREMENTS:**
- Previous sales experience preferred, but not required
- Candidate must: be at least 21 years of age
- Must possess a current driver’s license; maintain current auto insurance coverage and a clean driving record
- Able to repetitively lift a minimum of 50 lbs; be able to bend, squat, climb, kneel, twist and lift repetitively
- Excellent verbal communication, written communication, and listening skills and required
- This position requires the availability to work flexible hours and weekends, when necessary, for special events
- Candidate must be willing to reside within territory
- Must be self-motivated, willing to work hard, and strive to learn more. Must have a passion and excitement for wine and maintain a high level of integrity
Interview Questions
Regal Wine Company - Royal ASA

1. Do you know anyone who works in the wine industry?
2. Why do you want to get in to sales? What intrigues you about sales?
3. Tell me about a time when you had multiple projects that you were working on had to prioritize?
4. What is the most successful project you've worked on? What was your role, and what made it so successful?
5. Why do you want to work for Regal Wine Company?
6. What do you know about the history of Jackson Family Wines and Regal Wine Co.?
7. Can you relocate?
8. Who would/did you choose for references and why?
9. What excites you the most about the wine business?
10. What did you learn the most in your last job?
11. What skills do you bring that others don’t?
12. Why is this job right for you?
13. What was your favorite class in college? Why?
14. How do you organize/plan your days/weeks/months?
15. How did you hear about the position?
16. What management style do you respond to the best?
17. What do you like to do outside of work? What would you consider your hobbies?
18. What motivated you to seek a “X” degree?
19. What motivates you?
20. Have you taken any sales classes? Read any sales books?
21. Tell me about yourself -- why did you choose this type of work?
22. What kind of people do you find it most difficult to work with?
23. What have been your experiences in dealing with the general public? When have people really tried your patience?
24. What important goals have you set in the past, and how successful have you been in working toward their accomplishment?
25. What will your last supervisor/teacher tell me are your two weakest areas?
26. Are you a person who likes to "try new things," or "stay with regular routines"? Give an example.
27. What do you do when priorities change quickly? Give one example of when this happened.
28. What were your study patterns at school?
29. Some people consider themselves to be "big picture people" and others are "detail oriented". Which are you? Give an example of a time when you displayed this.
30. Tell us about a problem that you solved in a unique or unusual way. What was the outcome?
31. Have you ever been in a situation where you had to bargain with someone? How did you feel about this?
32. What happens if a buyer says no to you when you give a sales pitch?