

DIRECTOR OF MEMBERSHIP SALES PROFILE: WING & BARREL RANCH SONOMA, CA

DIRECTOR OF MEMBERSHIP SALES AT WING & BARREL RANCH

Wing & Barrel Ranch, the ultimate exclusive private sporting club set amidst the beauty of Northern California's wine country, has an extraordinary opportunity to join the organization as the Director of Membership Sales. The ideal candidate is an energetic, engaging, organized and refined individual with knowledge and experience in sales, marketing, membership recruitment and retention in private club, hospitality, or sporting club settings.

The Director of Membership Sales is responsible for maximizing membership recruitment through the successful formation and execution of a strategic sales and marketing effort, as well as through the cultivation and nurturing of relationships with existing members, stakeholders, local community leaders and other various sales prospects. The position requires the ability to establish a track record of success and confidence in utilizing professional sales and marketing skills to perform sales calls, generate qualified leads, execute marketing campaigns, manage a CRM Program, and actively develop and participate in outbound sales activities and networking events to create top-of-mind club brand awareness within the community.

[Click here to watch a brief video about this opportunity.](#)

WING & BARREL RANCH

Club founders have spent their lives traveling the world following their passions -- for shooting, exceptional food, fine wine, and cigars. These experiences are where the vision for this extraordinary club was born — combining an enthusiasm for the sporting life and all that surrounds it. Wing & Barrel Ranch brings together the best of sporting culture and the Bay Area's appreciation for food, wine, and the wine-country lifestyle.

Located in the heart of Sonoma and Napa wine country, Wing & Barrel Ranch is a new, exclusive private day club built for those who love and respect the great outdoors. With views of the Mayacamas and Sonoma Mountain ranges, the club offers members a place to escape to the country and enjoy longstanding hunting traditions, surrounded by luxurious amenities designed to engage and delight the entire family.

Wing & Barrel Ranch preserves the traditions of the sporting way of life. The ranch offers a world-class hunting lodge, seasonal bird hunting, year-round sporting clays, fishing, customized shooting instruction, dog training and boarding. This is accented by Vintner Member gatherings, fine dining, and travel programs as additional benefits to membership. Wing & Barrel Ranch is the most prestigious private club on the West Coast. The property is designed as a full sensory experience, transporting members back to their roots to reconnect with nature.

Chef Charlie Palmer serves as a Culinary Advisor at Wing & Barrel Ranch. Influenced by his upbringing working in his family's vegetable garden in upstate New York, Palmer is passionate about food grown from the land. Over his career, he has opened 13 notable restaurants across the country along with a growing collection of boutique hotels, each reflecting the local surroundings. Combining sportsmanship with fine wine and food, Wing & Barrel Ranch offers members a chance to reconnect with the rich history of the land and fully appreciate the majestic beauty of the Sonoma Valley.

Members of Wing & Barrel Ranch can shoot with California's top winemakers at the West Coast's ultimate sporting club. No other club brings together so many of the world's finest winemakers, giving members rare insight into the year's harvest and future vintages. Members gain access to exceptional experiences with the Club's vintner members. Opportunities are abundant with monthly Winemaker Series shoots, lunches, and dinners.

At Wing & Barrel Ranch, numerous curated experiences showcase the special role of these vintners. This is on display at the Winemakers Shoot series, which allows members to join the Club's vintner partners on an upland bird hunt or a sporting clay shoot on the acclaimed Vintner Shooting Grounds. The outings end with a celebratory meal with wine pairings, plus a winery tour and dinner at one of resident chef Charlie Palmer's two nearby restaurants.

Members have access to 24 hunting fields spread across 1,000 acres. The Club offers seasonal pheasant, chukar and quail hunting from October to April, with access to club dogs and handlers for an unparalleled hunting experience.

Wing & Barrel Ranch offers the only West Coast Sporting Clays course by acclaimed designer Chris Batha. The Vintners Shooting Grounds features 15 fully automatic fields, each containing three shooting stations and offering over 90 target presentations. Members are issued personalized pre-loaded Clay Cards for use at the digitally controlled shooting stations.

Their dedicated team of instructors is trained to the highest standards and certified by the National Sporting Clays Association. Instructors are comfortable working with shooters of all levels of experience with a particular love of teaching those new to the sport to appreciate the camaraderie it brings.

Wing & Barrel Ranch offers the only state-of-the-art pistol and rifle range in Sonoma and Napa. The range provides a safe and controlled environment to practice marksmanship with or without instruction. Beretta range guns are available for members and their guests to rent. Members can also arrange for a custom fitting or select a new shotgun from the on-site pro shop. The property offers women's shooting activities in a comfortable and safe environment. Instructors are on hand to inspire new and seasoned female shooters to progress with their skills. In addition to shotgun offerings, courses are also available for self-defense and archery training.

WING & BARREL RANCH BY THE NUMBERS

- Number of members: 410 members (Goal of 500)
- Approximate Gross Volume: \$7MM
- Club CRM: Clubessentials

WING & BARREL RANCH WEBSITE: www.wingandbarrelranch.com

DIRECTOR OF MEMBERSHIP SALES – POSITION OVERVIEW

The Director of Membership Sales reports directly to the General Manager. The major focus of the position is to be a strategic thought partner in sales and marketing to meet the club goals of membership sales and retention, as well as engagement of members and prospects. Knowledge of the local area market is integral to the success of this role.

INITIAL PRIORITIES OF THE NEW DIRECTOR OF MEMBERSHIP SALES

- Develop a Marketing and Strategic Plan and implement it to meet club membership goals.
- Observe, listen, ask questions, and learn about the culture and history of Wing & Barrel Ranch. Build trust with leadership, staff, and members.
- Maintain the club's CRM and database of members' files.
- Develop established procedures for processing prospective members' applications and ensure that they are consistently followed.
- Process all requests for and transfers of membership.
- Assist prospective members in fulfilling application requirements.
- Conduct orientation program for new members.
- Promote club activities.
- Process member resignations, develop reports and undertakes special projects as applicable if membership retention problems arise.
- Conduct tours for prospective members.
- Research the need for ongoing sales promotions regarding demographics, market segmentation data, etc.
- Tracks the success and overall performance of all membership activities.
- Effectively respond to member comments in accordance with club standards, policies, and rules.

- Survey other clubs for information useful in setting and revising club membership policies.
- Maintain confidentiality of all member information.
- Maintain membership distribution lists and general information.
- Recommend annual budget; monitor to ensure that advertising department revenues and expenses are within the established budget; implement corrective actions, if necessary, to assure that budget goals are met.

CANDIDATE QUALIFICATIONS

- A true, confident, diplomatic, and competent industry professional with an engaging and polished presence who has a genuine desire to provide exceptional service and who embodies the Wing & Barrel Ranch culture.
- Being respectfully confident and “connected” to the membership and team is critical, as is the ability to work with leadership to deliver a cohesive and inviting club culture and environment.
- Ability to maintain confidential proprietary company information.
- Have a passion for providing high-quality Member service and a commitment to exceeding expectations.
- Excellent knowledge of Club/Membership practices, regulations, and operational procedures.
- Possess excellent verbal and exceptional written communication skills to interact professionally with a diverse group of executives, managers, and subject matter experts.
- Possess a proven record of strong organizational, managerial, interpersonal, and communication (verbal and written) skills to achieve maximum sales and outstanding member experience.
- Excellent understanding of computers and software programs including Microsoft Office (Word, Excel, Outlook, and PowerPoint). Experience with CRM systems is an added benefit.
- A true, confident, diplomatic, and competent industry professional with an engaging and polished presence who has a genuine desire to provide exceptional service.
- Sporting club and activity knowledge/experience is a highly desirable added benefit.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality and/or Marketing.
- In lieu of the degree, substantial experience in sales and marketing communications within a private club or similar environment will be considered.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership. *Salary Range: \$110k- \$120k plus commission (DOE)*

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Joseph Travaglio, CCM, General Manager, and clearly articulate your alignment with this role; why you want to be considered for this position at this stage of your career; why Wing & Barrel Ranch and the Sonoma, CA area will be beneficial to you, your family, and your career; and why you will be beneficial to the Club if selected.

You must apply for this role as soon as possible but no later than June 23, 2023. Candidate selections will be late June with first Interviews expected in July and second interviews a short time later. The new candidate should assume his/her role as soon as possible.

IMPORTANT: Save your resume and letter in the following manner:

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - Wing & Barrel"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Alice Stevens: alice@kkandw.com

Lead Search Executive:

Marcie Mills, CCM

Search & Consulting Executive, KOPPLIN KUEBLER & WALLACE

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