

2016

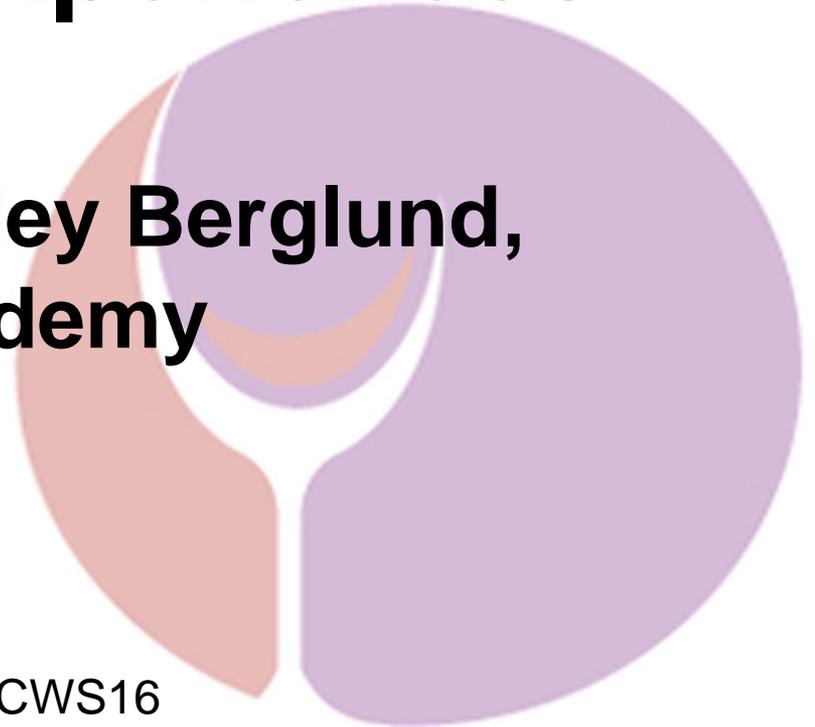


DIRECT TO CONSUMER
WINE SYMPOSIUM

Managing & Driving Great Guest Experiences

**Presented by Lesley Berglund,
WISE Academy**

@DTCWS #DTCWS16







The Survey Says . . .

WBM & SVB Annual Tasting Room Survey:

- Avg. Tasting Room Sales Annual Growth of 19%
- Avg. # of Tasting Room Visitors per Mo was 1,400
- Avg. Wine Order Conversion Rate of 67% (33% don't buy anything)
- Avg. Order Size was \$99
- Avg. Wine Club Conversion Rate of 4%

Only Three Darts



Top Ten Lessons

. . . from more
than 3,000
Tasting Room
Mystery Shops



The Right Fit

Service Heart, Knowledge & Passion



It's Showtime!



Great First Impressions

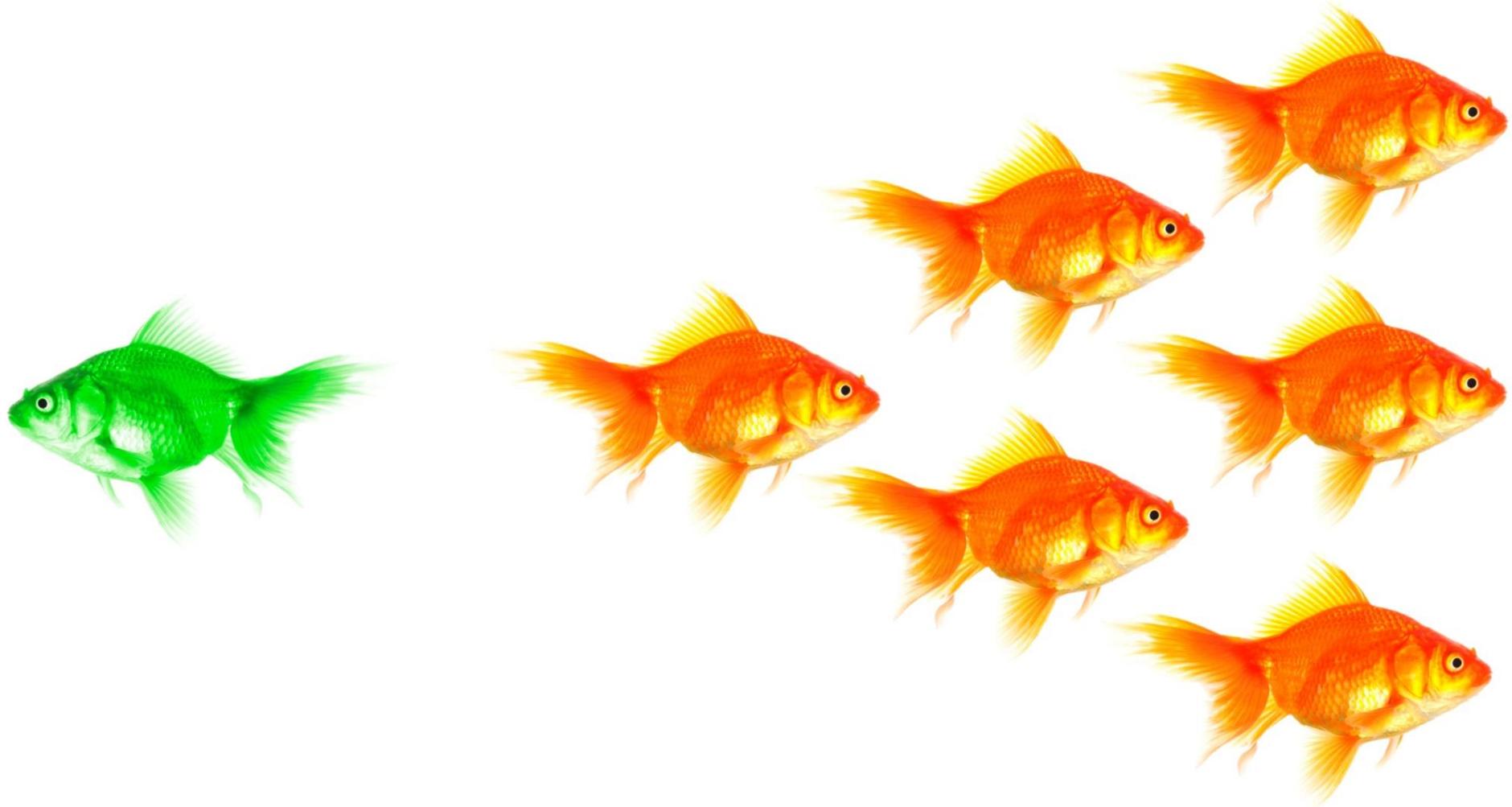


Great Greeting

...Even When Busy



Brand First, Wine Second



Build More Rapport



Master Professional Selling



The Platinum Rule



Surprise & Delight



Clearly Defining Success

WISE Triple Score

- ✓ Wine Sales
- ✓ Club Memberships
- ✓ Contact Data

Plus . . .

High Guest Satisfaction!



Who Knows the Score?



Tasting Room Top Ten Lessons

BASICS:

- **Service Heart, Knowledge & Passion**
- **No Backstage Showing**
- **Great First Impressions**

ENGAGEMENT:

- **Sell Your Brand First, Wine Second**
- **Build Relevant Rapport**
- **Master Natural, Helpful Sales**

MASTERY:

- **Platinum Rule**
- **Surprise & Delight**
- **Triple Score**
- **Measure Metrics that Matters**

Tasting Room Reality Check

- ❖ Is Backstage Showing?
- ❖ Friendly, Prompt Greeting
- ❖ Service Heart
- ❖ Knowledge & Passion
- ❖ Surprise & Delight
- ❖ Referral Source
- ❖ Open-Ended Questions
- ❖ Positive Profiling
- ❖ Features & Benefits Selling
- ❖ Planting Seeds & Notice Buying Signals
- ❖ **Triple Score!** Wine, Club & Data!
- ❖ **Guest Satisfaction: Two Thumbs Up?**





WISE ACADEMY

Wine Industry Sales Education

Dedicated to creating 'WOW' moments and
improving results in the Tasting Room!

DTCWS BOOTH #9