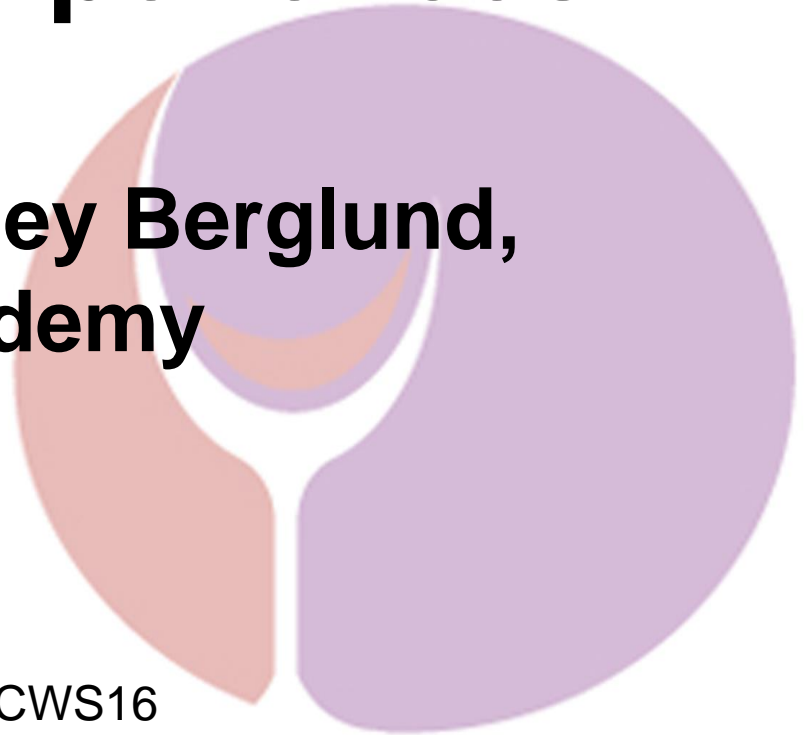


# **Managing & Driving Great Guest Experiences**

**Presented by Lesley Berglund,  
WISE Academy**







# 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

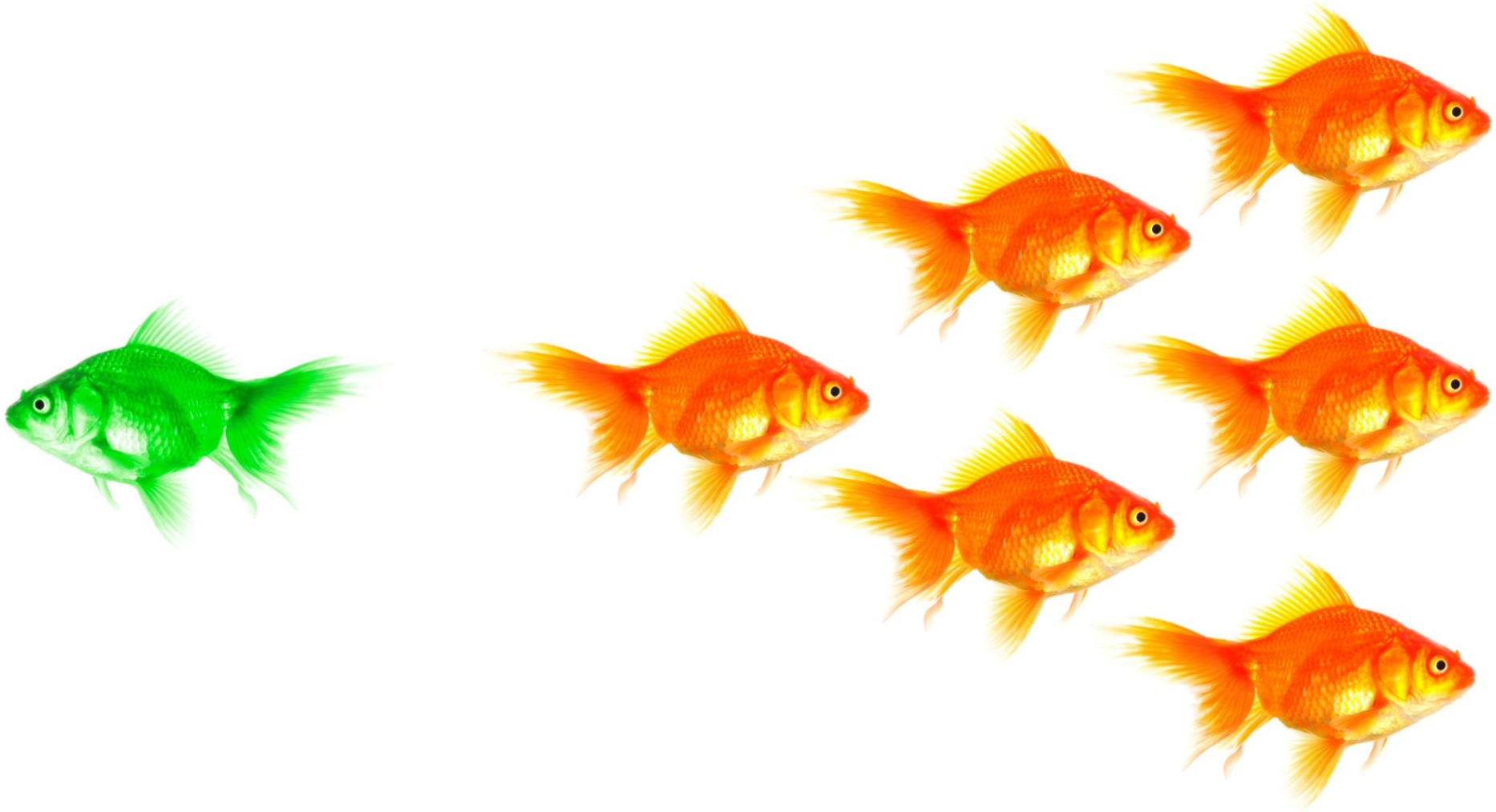


***Great Greeting***

***...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?**





# Mystery Shopping Results: 2015

[illegible]

# Mystery Shopping Results: 2015

[illegible]



# WISE ACADEMY

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## Wine Industry Sales Education

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

**DTCWS BOOTH #9**