

2016

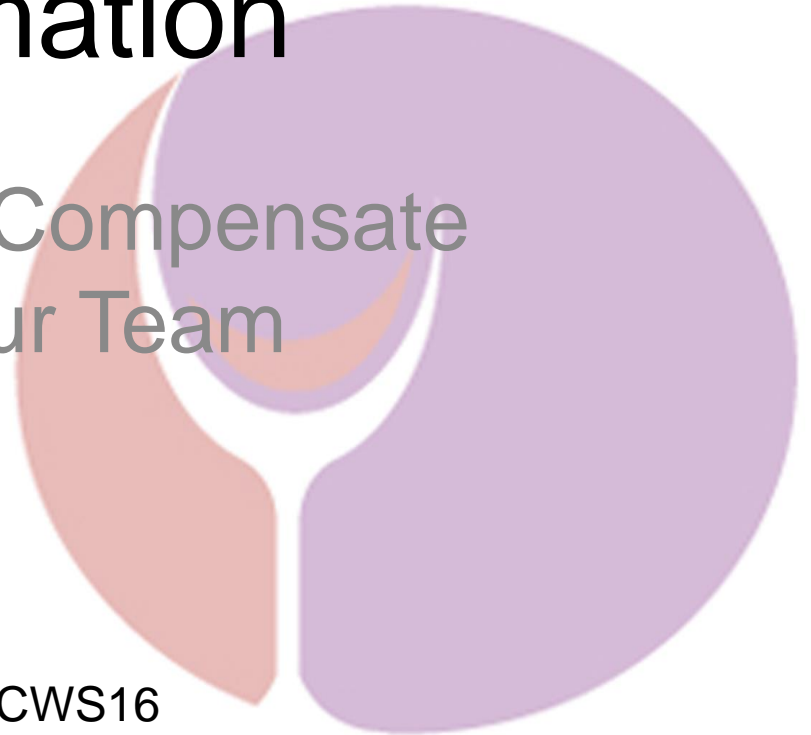


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Tasting Room Sales Transformation

How to Motivate, Compensate
and Train your Team

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SPEAKERS

- Moderator:
 - Chloe Tyer, PlumpJack, CADE & Odette Estate
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- Panelists:
 - Geoff Harner, Failla Wines, Napa Valley
 - geoff@faillawines.com
 - Chris Jahns, JUSTIN Vineyards & Winery and Landmark Vineyards
 - Chris.Jahns@justinwine.com
 - Brian Shapiro, Stryker Sonoma, Alexander Valley
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 - Terra Rapoport, Marimar Estate Vineyards & Winery
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AGENDA

- Compensation:
 - Are we paying our teams the industry standard?
 - What are the other aspects of compensation aside from hourly wage?
- Training:
 - How do you train your team to deliver your message and sell wine effectively?
- Motivation:
 - Motivation vs Inspiration. How do we inspire, motivate and lead our teams to deliver, sell and communicate with our customers.

TAKEAWAYS

- Compensate to industry standard for your wine region. Benchmark against other like-sized wineries. Total compensation can include: hourly wage, commission, incentives, benefits, PTO, etc
- Train all new hires using the same program. Revisit training programs with the team throughout the year. Consider using an outside resource for training such as WISE or Ving Direct.
- Find out what makes your employees tick and use that to motivate them.
 - Tacos on the beach
 - Team potluck
 - Outreach tasting at other wineries

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