

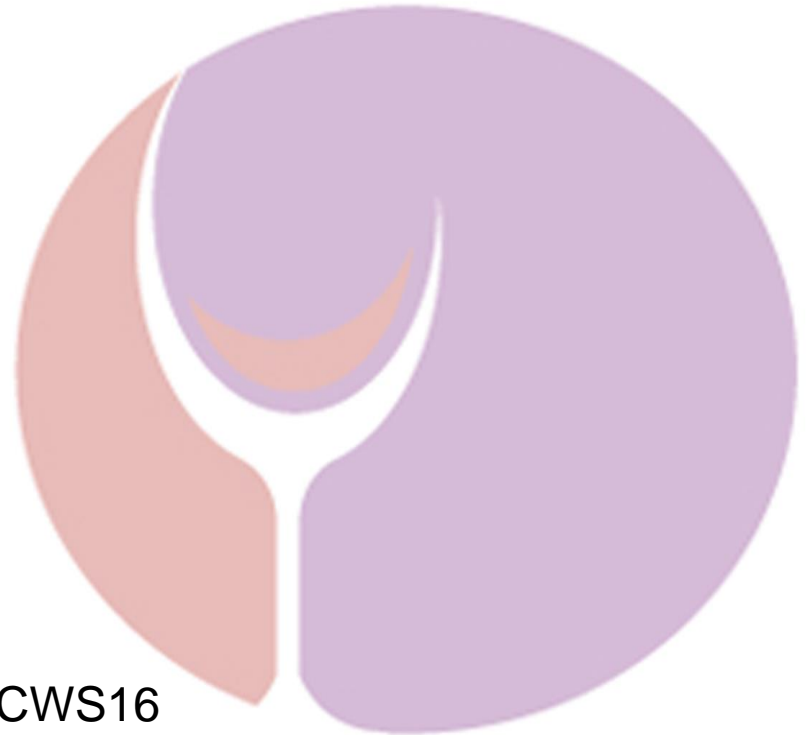
2016



DIRECT TO CONSUMER  
WINE SYMPOSIUM

# Telesales Demystified

Is It Right For Your Business?



@DTCWS #DTCWS16

# Sponsored by

The logo for VinoPRO features the word "Vino" in a dark red, elegant script font, followed by "PRO" in a bold, dark red, sans-serif font. A small trademark symbol (TM) is positioned to the upper right of the "O" in "PRO".

*Vino***PRO**<sup>TM</sup>

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The logo for the Direct to Consumer Wine Symposium consists of a purple circle containing a white stylized shape that resembles a wine drop or a flame. The text "2016" is positioned vertically to the left of the circle, and "DIRECT TO CONSUMER WINE SYMPOSIUM" is written in a serif font to the right.

# SPEAKERS

**Stephanie Friedman (Moderator)**  
Director, Consumer Sales & Marketing

**Galen Becker Drace**  
Former Hospitality & Wine Club Manager

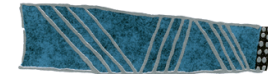
**Andrea Nelson**  
DTC Sales Specialist/Hospitality

**Sharon Schaubach**  
Director - DTC Operations

**Karen Trippe**  
Wine Club Manager

GARY FARRELL

VINEYARDS & WINERY



CORISON

DELECTUS

*Vineyard and Winery*



TREASURY  
WINE ESTATES



CHAPPELLET

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# AGENDA

- Wouldn't I be pestering my customers?
- Do I do it myself or outsource?
- Who do I call... What do I offer... What do I say?
- What kind of results can I expect?
- Will this affect my other DTC channels?

# WHY BOTHER?

Let's play telemarketing.  
I'll start by telling you  
I'm not interested.



# OKAY, I'M IN... NOW WHAT?



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	<b>IN-HOUSE</b>	<b>OUTSOURCE</b>
<b>STAFFING</b>	<b>Bandwidth, Workspace</b>	<b>Dedication</b>
<b>SKILLS</b>	<b>Training</b>	<b>Expertise</b>
<b>KNOWLEDGE</b>	<b>Trial &amp; Error, Research</b>	<b>Expertise</b>
<b>BRAND APPROACH</b>	<b>Expertise</b>	<b>Training</b>
<b>SYSTEMS</b>	<b>Integration</b>	<b>Sophistication</b>
<b>COST</b>	<b>Complex</b>	<b>Simple</b>

# MAKING THE CALL



*“Hello, I have wine for sale! Do you want to buy it?”*



# RETURN ON INVESTMENT



# FORECASTING REVENUE

List Size	1,000	5,000	10,000
Conversion Rate	5%	5%	5%
Total Orders	50	250	500
<i>List Size x Conversion Rate</i>			
Avg Case Volume (9 bottles)	0.75	0.75	0.75
Avg Case Price (\$50 per bottle)	\$600	\$600	\$600
Avg Order Value (AOV)	\$450	\$450	\$450
<i>Avg Case Vol x Avg Case Price</i>			
<b>Cases Sold</b>	<b>37.5</b>	<b>187.5</b>	<b>375.0</b>
<i>Total Orders x Avg Case Vol</i>			
<b>Revenue</b>	<b>\$22,500</b>	<b>\$112,500</b>	<b>\$225,000</b>
<i>Total Orders x Avg Order Value</i>			

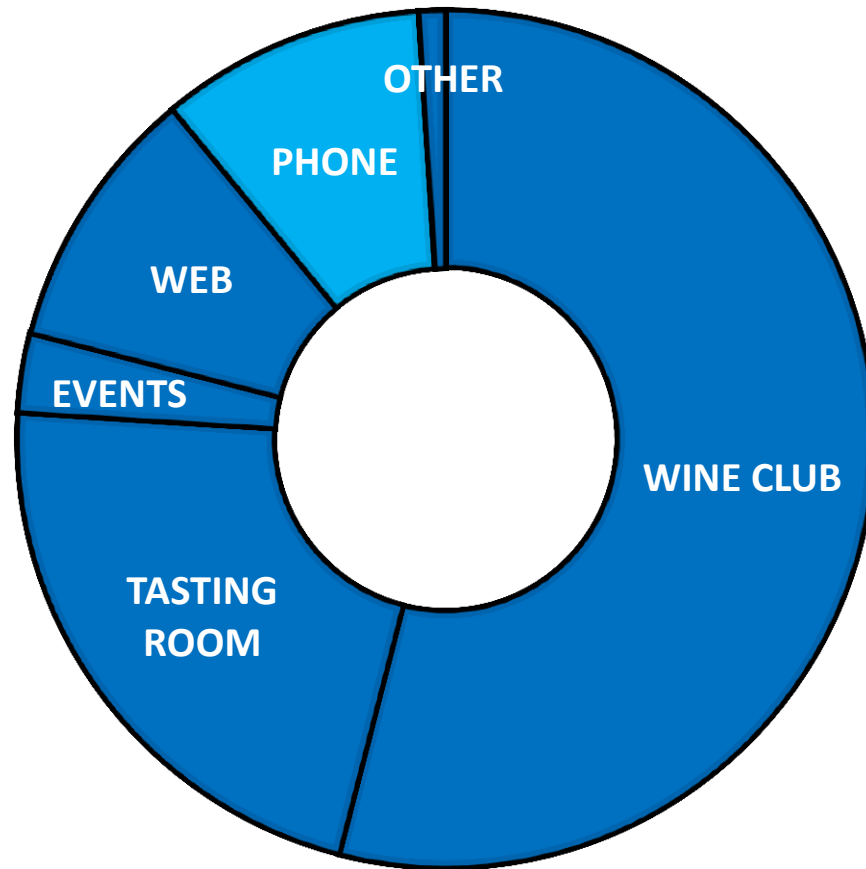
\* CASE PRICE SHOULD BE LESS DISCOUNTS, IF YOU OFFER THEM

# FORECASTING EXPENSES

*Not such a simple calculation...*

	<b>IN-HOUSE</b>	<b>OUTSOURCE</b>
<b>DISCOUNT</b>	Savings %	Savings %
<b>SHIPPING INCENTIVES</b>	Flat Rate / Included	Flat Rate / Included
<b>INVESTMENT</b>	Systems, Office equipment, Other	Setup Fee
<b>WAGES</b>	Hourly or Salary	N/A
<b>BENEFITS</b>	PT or FT	N/A
<b>COMMISSION</b>	2 - 5%	25%

# DTC CHANNEL INTEGRATION



# TAKEAWAYS

- Focus as much on building RELATIONSHIPS as you do on building REVENUE
- Telesales requires INVESTMENT just like other DTC channels  
*Cheaper isn't "better" ... Outsourcing isn't "off-loading"*
- Gain BUY-IN from top to bottom within your organization
- UNDERSTAND the core metrics, CONSIDER your business, and CREATE a plan
- TEST, MEASURE, EVALUATE... APPLY LEARNINGS & REPEAT

2016



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THANK YOU

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