



DIRECT TO CONSUMER
WINE SYMPOSIUM

PACIFIC NORTHWEST

PUT HOSPITALITY TO WORK

Inspire Teams
Build Loyalty
Fuel Growth

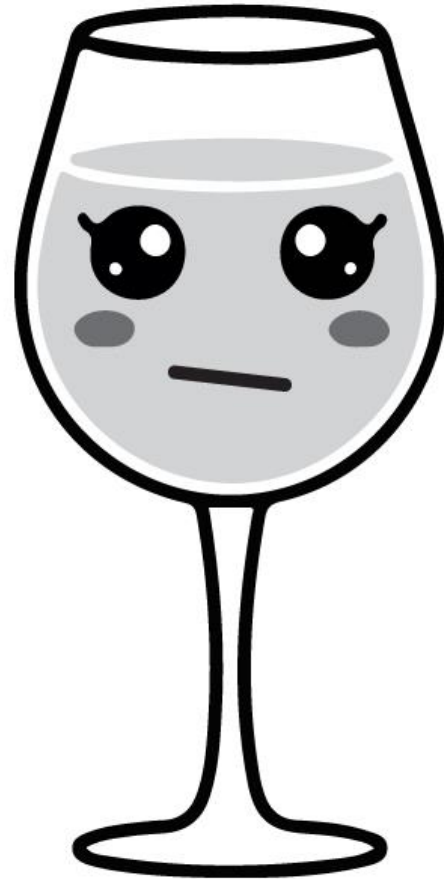
HOSPITALITY IS DEFINED AS

The friendly, generous
reception and
entertainment of guests,
visitors and strangers.

- Webster

Service

Efficient
Accurate
Professional
Sales oriented



HOSPITALITY

Powerful
Connected
Meaningful



IT STARTS WITH YOU

LISTEN

Stop thinking about how to respond – goal is to learn

LEARN

Jane has a great wine knowledge, Jack is great with groups, Jim is great with numbers

ACKNOWLEDGE

Say thank you, be specific, publicly

INTENTIONAL CURIOSITY

REQUIRES
YOU TO BE
GENUINELY
INTERESTED



“What are you drinking at home right now?”

“How do you like to enjoy wine with friends or family?”

“What’s the last wine that you tried that really surprised you?”

Examples of
WOW



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WINE SYMPOSIUM
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WOW



FUEL
GROWTH

REFRAME
THE SALE

Reframe the sale

Guide and
recommend

Contact information

Follow up

POS notes

PUT HOSPITALITY TO WORK

Do what you do – just better

Inspire YOUrself and your team

Build Brand Loyalty

Fuel Growth

