



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

WISE

Turn Your
Winery's
Data into
Action

Top Performer Playbook

Lesley
Berglund

WISE

Strong Leaders.

Healthy Teams.

Successful Wineries.

Winery Data Landscape

Internal Data (Your KPIs)
vs.
External Data (Benchmarking)

Hard Data (Metrics)
vs.
Soft Data (Sentiment)

Informational Data (Rearview Mirror)
vs.
Actionable Data (Forward Looking)

Our Panel

Lesley Berglund

Co-Founder & Chairman, WISE

Rosie Behrens

Direct to Consumer Manager, Six Mile Bridge

Erika Boudreaux

Director of Membership & Sales, Peju

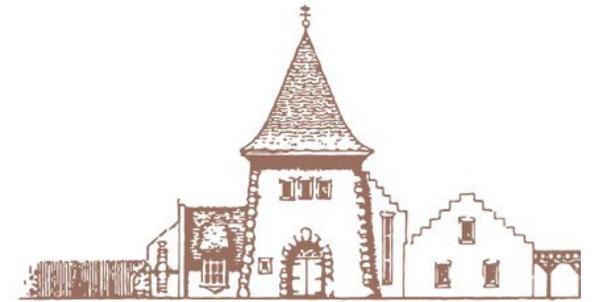


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Rosie Behrens



Erika Boudreaux



PEJU
NAPA VALLEY

Top Performer Themes

Wine Sales
Conversion

Calling
Campaigns

Club
Customization

Measure
What Matters

Club
Conversion

Micro
Segmentation

Club Retention
Focus

Set the
Right Goals

Contact Data
Capture

E-Mail
Frequency

Club % of
Visitation

Reward Right
Behavior

Proactive
Outreach

Smart
Texting

Benchmark
What's Possible

Invest in "A"
Players

Top Performer Differences

From Community Benchmark:	Some WISE Tips
> 75% TR Wine Order Conversion Rates	Training, Incentives, Staffing Levels (Investment ROI)
> 43% TR Visitors are Club Members	Prioritize & Measure (Actives vs. Passives)
From Commerce 7:	
92% Contact Data Capture	A Binary Game (Focus, Visible)
10 Email Campaigns / Year	More Frequency (MarComm Calendar)
Enolytics:	
> 40% Wine Club Customization	Frequent, Consistent Reminders (Proactive, Visible)
< 20% Annual Club Attrition	Retention Programs (Proactive Outreach)

Q & A

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WISE

STRONG LEADERS. HEALTHY TEAMS. SUCCESSFUL WINERIES.

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