



— TASTING ROOM STAFF COURSE DESCRIPTION —

Winery Hospitality Sales Training

*Build Memorable Client Experiences and
Improve Your Bottom Line with Every Visitor*

Participants of this full-day workshop learn how to maximize the revenue potential of each tasting room visitor while making new friends with them. Applying the structured techniques of relationship sales skills taught through our class demonstrations, discussion, role-playing, and team building exercises leads to greater customer satisfaction and sales.

"I am happy to report that we doubled our wine club sign up goal after the workshop. We are off to a great start!"

—Nicole Pattalochi, Director of Hospitality, Archery Summit Winery

— COURSE TAKEAWAYS —

- Apply your unique personality to the art of relationship selling
- Understand the various verbal and non-verbal buying signals and how to respond to them
- Learn how to deal with difficult people with poise and (and turn them around)!
- Go beyond being a wine "educator"—sell the benefits!
- Perfect the art of asking questions
- Become masterful at creative "up-selling"
- Use trial closes to learn readiness to buy
- Learn to be a master at closing the sale smoothly
- Sharpen your phone selling habits
- Respond to stress and challenges with calm, self-control

This is a lively, interactive workshop. There will be lots of participation. To help cement the lessons in each participant's mind, accelerate the application of newfound skills back in your own tasting room, attendees receive worksheets and practice sessions throughout the day to lock-in new skill-sets immediately.

"Your workshop was an unqualified success...sales and wine club conversion are high. If only we had done it sooner! Thanks for teaching us that 'facts tell, stories sell.'"

— John Morris, Tasting Room Manager, Tablas Creek Vineyard

— NEXT HANDS-ON TRAINING CLASS —

July 25, 2017	Hilton Garden Inn, Napa
August 1, 2017	Gloria Ferrer Caves & Vineyards, Sonoma
September 20, 2017	St. Francis Winery & Vineyards, Santa Rosa

\$325 per person for 8:30a – 5p training course, lunch included

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"We have seen great results—phenomenal! The staff is motivated and feels like they have the support, they are regularly helping each other out...we could not be more happy."

— Aaron Feaver, Long Meadow Ranch Winery

— SALES TRAINING OPTIONS —

Pre-Training Mystery Shopping

By shopping your tasting room, website or phone service ahead of the training class, we can more thoroughly customize our training to match your needs. This allows us to learn the personalities of the wineries and your teams. How do they engage? Do they get the visitors' contact information? Do they tell them about the club? Do they close the sale? Do they create a relationship? What are they lacking in the way of professional selling skills? For an additional fee, we will scope out these services confidentially to evaluate your sales staff's skills in these areas before training.

- + \$75 **Tasting Room** – An onsite anonymous visit. Site visit duration as long as needed to obtain thorough evaluation of staff skills.
- + \$75 **Website** – An online evaluation of the user experience evaluating ease of navigation, availability of product and winery information, ease of online purchasing.
- + \$75 **Phone** – A mystery shopping by phone. Evaluation of staff phone hospitality skills, product and services knowledge, ease of over-the-phone product purchasing.
- + \$150 **All-Inclusive** – All of the above, including a written report.

Pre-Training Strategy and Objectives Session

We visit with your tasting room manager by phone to learn what their goals are and how they would like for the training to be targeted. We discuss our observations during our mystery shopping visit. And we're open about our entire visit, however, if anything negative came up during the visit this would not be disclosed during the training. There are no "gotchas."

- + \$50 **Strategy and Objectives Session** – Review of mystery shopping session(s) with TR manager. Discussion of key areas for improvement and how they'll be addressed in the training class.

"Time spent in Lynda's workshops pays dividends for years."

— Greg Ralston, General Manager of Wine Creek LLC

— ABOUT LYNDA PAULSON —

Lynda Paulson, Sales Trainer and Public Speaking Coach, has been a sales training coach for more than thirty years with Success Strategies, Inc., renowned for teaching sales training, public speaking and communication skills to professionals from over 400 wineries and businesses in the U.S. and Europe. Her coaching techniques have been crafted over decades working with local clients such as the Cakebreads, the Mondavis, the Trincheros, the Martinis, the Wentes and management teams at more than 400 local companies. She has also taught training courses at AT&T, American Express, Disney Corporation, Kodak, ING, IBM and many more throughout California, Oregon, Washington, New York, Canada and Europe.



— LEARN MORE —

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