NOT JUST SELLING WINE, SELLING MEMORIES
PHYSICAL APPEARANCE, INSIDE & OUT

• Attractive, clean, inviting

• A place to spend time
GREETING

• Greet within 15-20 seconds
TASTING ROOM

• Dump buckets
• Glassware
• Product information
• Background music
  – Sell more with music
• No scented candles, popcorn
USP – UNIQUE SELLING PROPOSITION
(WHAT'S YOUR STORY?)

• Written information
• Make sure staff tell it
  – Tasting room
  – Tours
SIGNAGE & PRINTED MATERIAL

• Up to date
• Attractive
• Easily readable
• Prices marked
STAFFING

• Written & verbal instructions
• On-going training
• Tastings
• Tourism information
• Help customers make choices
• Where to buy your wines outside winery
• Wine Club, email, special events
• Never criticize another winery, restaurant, or establishment
TOURS

- Customers learn to trust you
- End every tour with marketing information
ITEMS YOU SELL

- Wine centered
  - Consider local artists
- Logo-branded
  - Apparel, glasses
- Collectible
- Functional
- Statement of quality you represent
ITEMS YOU SELL (cont.)

• Consider food items
• Special buy of month (tasting room only)
• Leverage what sells – 80/20 rule
SPECIAL EVENTS

• Weddings
• Festivals
• Educational seminars
• Auxiliary counters, cash registers
• All routes end at the cash register
• Adequate staff
COMMISSIONS & INCENTIVES

• Daily incentives for sales goals
• Incentives for wine club sign-ups
WINE CLUBS

• People paying you to be reminded about you

• 1-3% of customers sign up; stay 18-24 months

• Various types
  – Automatic club – send out wine at regular intervals
  – Offering club – mailing with discount
FINAL RULE

• Do what works for you.
  – Your winery is unique.
  – If it doesn’t work, do something else.