

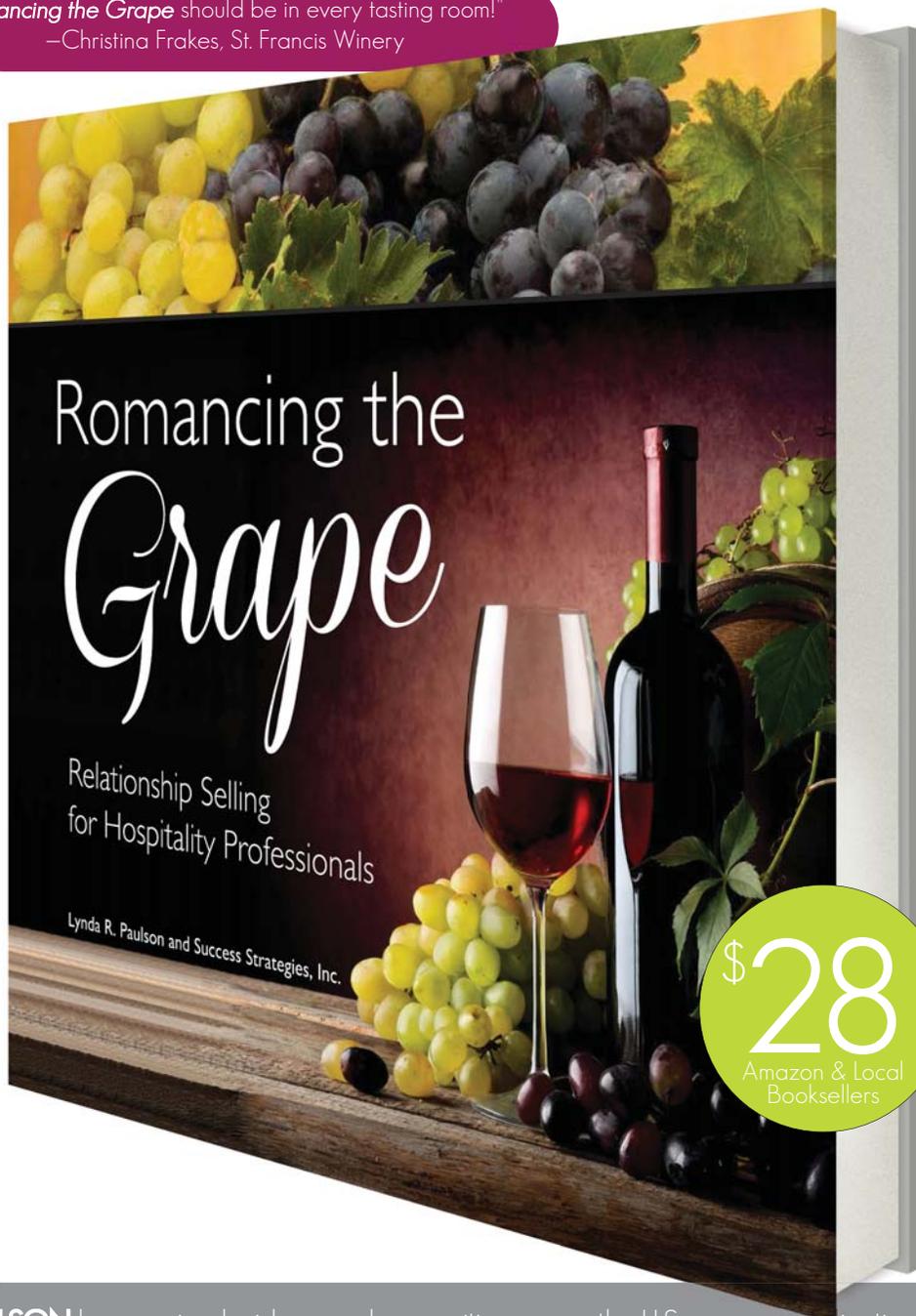
NEW
BOOK!

Romancing the Grape

RELATIONSHIP SELLING FOR HOSPITALITY PROFESSIONALS

"Romancing the Grape should be in every tasting room!"
—Christina Frakes, St. Francis Winery

Nowadays as the wine industry has become so much more competitive, relationship selling "on the ground," at the winery is more important and more effective than ever. A handbook of tips, exercises and suggestions, this book will enhance tasting room hospitality staff communication skills so that guests will never forget their visit to your winery and won't leave the tasting room without purchasing wine! The reader will learn all about "relationship selling," which will come quite naturally once the reader understands the fundamentals. It's all about the host or hostess as a unique, personable, enjoyable human being.



LYNDA R. PAULSON has received widespread recognition across the U.S. as a communication skills and public speaking coach for decades. Her popular in-house and public *Winery Hospitality & Relationship Sales Training* workshops are legendary throughout the wine world, as she has worked with more than 600 wineries in California, Oregon, Washington, New York, and Canada. Highly participatory, the workshops involve discovery of communication strengths, and above all, developing relationship sales expertise. Find her sales and hospitality expertise captured now in this new book, complete with exercises and advice direct from her workshops.

SuccessStrategiesInc.com | 775.530.6119

Praise for: ROMANCING THE GRAPE

Do visitors leave your winery with great memories AND bottles of your wine?

How many recommend your tasting room experience to their friends?

How many join your wine club on-the-spot?

Romancing the Grape teaches hospitality staff to create unforgettable experiences for every one of your tasting room guests, while dramatically improving your bottom line. Through skill-building exercises in each chapter, readers learn to engage in personal ways, and winery hosts and hostesses learn to sell wine in a way that turns guests into lifetime customers.

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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

Seventeen years later, I am still channeling your guidance, wit, tools and enthusiasm for hospitality and public speaking. I prepare, scenario build, program for the most positive outcome and connect with my audience! You are a great coach!

—**Teresa D'Aurizio**, Vice President Sales & Marketing, ZD Wines

We'd read you were good, but in no way were we prepared for the dynamic workshop we experienced. Your rave reviews started during the first break and two weeks after, the Foundation is still receiving calls. Our members have reported excellent results.

—**Karyl Hammond**, New York Grape & Wine Foundation

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I personally have benefited from Lynda's training on several occasions, and am forever grateful for the tools she has given me. Her classes are fun, dynamic and life changing. I would highly recommend Success Strategies to any organization looking to improve the effectiveness of their team.

—**Kim Stare Wallace**, President, Dry Creek Vineyard, California

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.

—**Long Meadow Ranch Winery**

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

—**Greg Ralston**, General Manager, Wine Creek LLC



“I wrote this book because I could not find one book to specifically address relationship selling by the hospitality professional. Nothing! What is more important than being good at what you do? GETTING BETTER! This book, no matter your experience in wine educating and selling, will move you to your next level. You ready for that?”

Author, **LYNDA R. PAULSON**

Learn more at:
SuccessStrategiesInc.com

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