

NEW
BOOK!

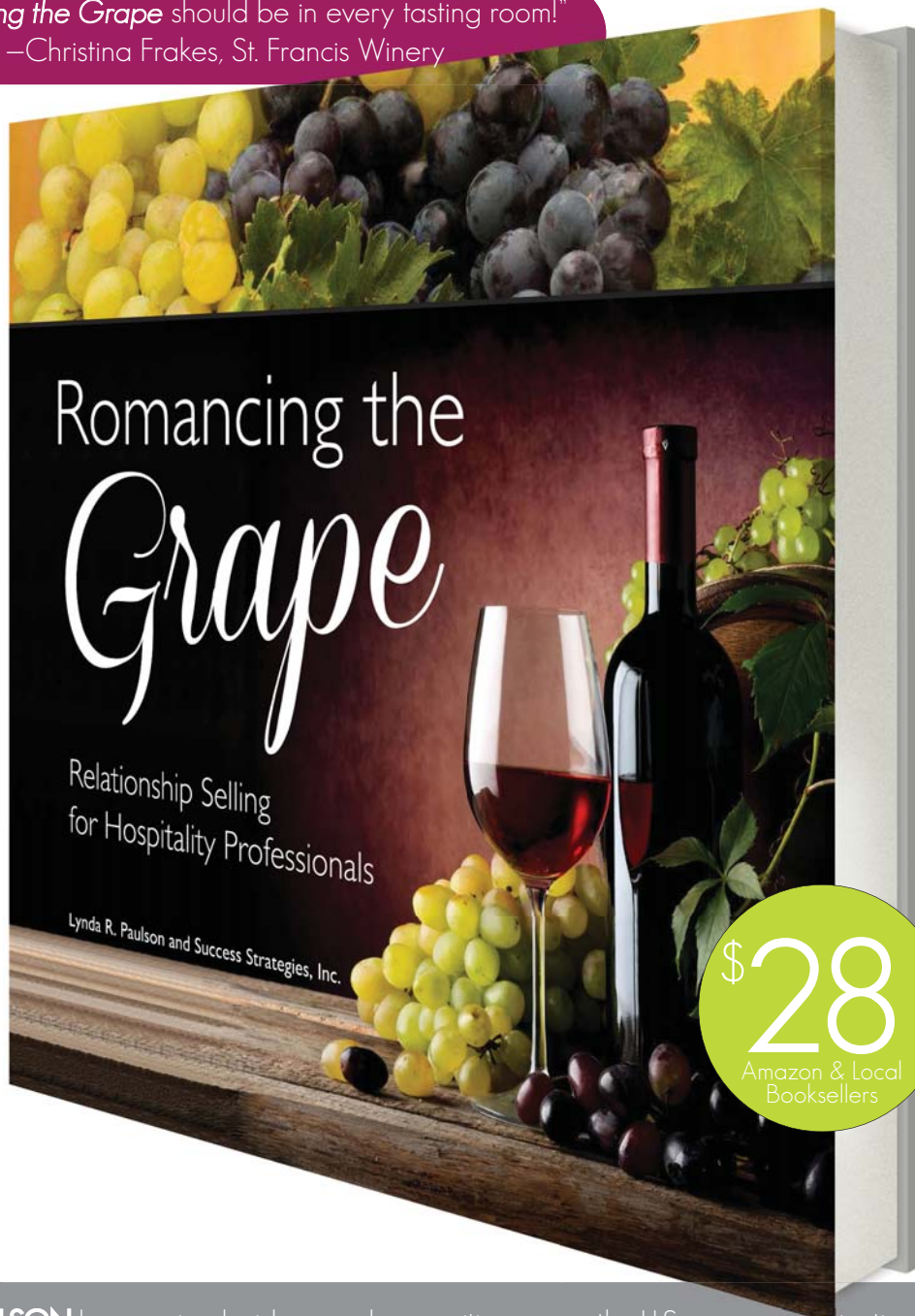
Romancing the Grape

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.

*Read our 5-star book reviews
on the back.*



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. Read our 5-star reviews:



I highly recommend this book to any and all tasting room managers. If you don't have a tasting room manager who is so invested (and why not, I can only wonder), then get the book for yourself, tasting room personnel. Odds are, if you practice what's in the book, some day you will have the skill-set to manage tasting room personnel. Romancing the Grape will make a huge difference in your career. Working in a tasting room is more than a glorified part-time employee. It's a bonafide sales job, and you're invited to be an excellent professional. You'll gain all of the knowledge and confidence to become that shining star!

—**Jo Diaz**, Founder, PS I Love You, Owner, Diaz Communications, Author, Juicy Tales Wine Blog

Lynda Paulson is uniquely qualified to write an excellent book on wine salesmanship. . . I don't really know of another book focusing on this very important subject. . . Lynda's book focuses on hospitality training, which will produce a great increase in sales for the winery. As an Advanced Sommelier, I highly recommend this book.

—**Robert Stane**, International Sommelier Guild



Wonderful read! . . . Lynda provides the essentials needed to help sales staff not only sell wine, but build lasting relationships and connections that last a lifetime. The book is easy to read, inspiring, and offers great examples that are hands down effective techniques. Not only is Lynda a true professional in this space, but she has the credibility within the industry to prove that she's the real deal. Every winery should be purchasing this book and using it to train all of their employees.

—**Nicole Cummings**, HR Director, Cakebread Cellars

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**

This hospitality handbook is filled with detailed information on how to be an exemplary hospitality professional. It contains numerous suggestions that provides practical guidance and pointers on what to do and how to ensure customers are provided top-notch service. . . This is an excellent, in-house training tool.

—**Ellen Reich Luchtel**, Vintner, Fortunati Vineyards



"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

SUCCESS STRATEGIES
INCORPORATED