

# Winery Hospitality Relationship Sales

TRAINING

SuccessStrategiesInc.com



## Learn how to

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

“

*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

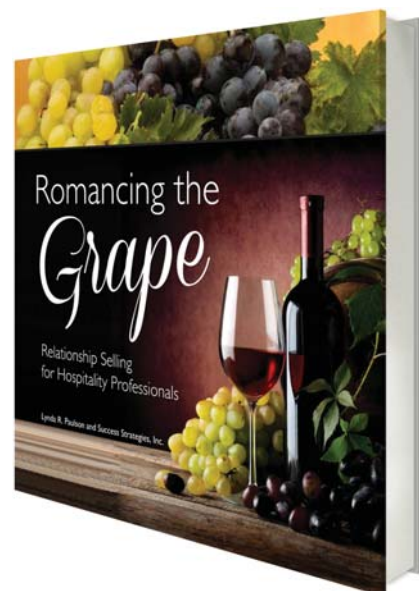
## Build Memorable Client Experiences and Improve Your Bottom Line with Every Visitor

Participants of this full-day, interactive workshop learn how to maximize the revenue potential of each tasting room visitor while building strong bonds with them. Using the structured techniques of relationship sales skills taught in our workshop leads to greater customer satisfaction and sales.

To help cement the lessons, accelerate the application of newfound skills in your own tasting room, attendees receive worksheets and practice sessions throughout the day to lock-in new skill-sets immediately.

Participants may purchase Lynda Paulson's new book, *Romancing the Grape*, Relationship Selling for Hospitality Professionals, at a discount.

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



**SUCCESS STRATEGIES**  
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## WHEN

2019 > Feb. 5, March 12  
April 9, May 7, June 4  
9 - 4:30 pm

## WHERE

Napa, Sonoma  
and Santa Rosa

## TUITION

\$345 per person,  
includes Lunch

*Romancing the Grape*  
by Lynda Paulson  
sold separately.

*Have more than 5 or 10  
employees to train? Consider a  
customized, in-house private class.*

# 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

*"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*

# EXECUTIVE TRAINER

**Lynda Paulson**, Public Speaking Coach, Sales Trainer and Author, has been an executive speech coach for more than thirty years with Success Strategies, Inc., renowned for teaching public speaking and communication skills to professionals from over 600 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 hundreds of local companies. She has also taught public speaking at AT&T, American Express, Disney Corporation, Kodak, ING, IBM and many more throughout California, Oregon, Washington, New York, Canada and Europe.



Lynda Paulson

"Favorable attention is critical to winning new business. If the first impression is poor, you often never recover the opportunity. My teaching style is focused on positive, constructive instruction. This allows participants to stretch their creative muscles and gain critical insights for success by learning in a safe and supportive environment," stated Paulson. "It's also essential to keep it fun," she added with a wink.

## SUCCESS STRATEGIES

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## MYSTERY SHOPPING

Ask us for details to enhance  
your training results.

“

*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*

Reserve now for

Winery  
Hospitality  
Relationship Sales  
Training

Space is limited

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