



Train the Trainer

TRAINING

SuccessStrategiesInc.com

Learn how to

Provide effective winery hospitality sales training to your own team.

Use specific training techniques to match different team members' own learning styles.

Coach staff using positive reinforcement methods to ensure new skills become stronger, increasing sales results.

Teach the *Winery Hospitality & Sales Training* workshop to your own sales team

This is an advanced course ideal for key personnel within large tasting room hospitality sales teams to learn how to conduct team training. Participants must be graduates of our *Winery Hospitality & Sales Training* course to attend *Train the Trainer*.

They receive step-by-step training on teaching the skills taught in our sales training course. They learn the techniques; different learning styles; and how to adjust their own coaching to match those of participants. Most importantly, they learn how to track the results of their efforts with their own students.

The course includes all teaching materials, guides, worksheets and exercises to take the sales training course back to your winery.



SUCCESS STRATEGIES
I N C O R P O R A T E D

WHEN / WHERE

Oct. 5, 2021
1:30 pm - 4:30 pm
Lunch provided

WHERE

St. Francis Winery
Santa Rosa

TUITION

\$300 per person

WINERY HOSPITALITY
SALES TRAINING,

EXECUTIVE SPEAKING
EXPERIENCE,

ADVANCED SPEAKING
EXPERIENCE,

MEDIA SKILLS
TRAINING

Ask us for details on our
other workshops 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

Train the Trainer
Training

Space is limited

775.530.6119

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TAKEAWAYS

- Build an internal sales training program for your team's success!
- Learn how to stimulate motivation and build trust.
- Build loyalty among team members and your winery.
- Learn effective teambuilding games.
- Receive all necessary assignments and worksheets for step-by-step instruction.
- Develop tools to aid employee reviews and give them empowerment.
- Learn how to instill accountability and give acknowledgement for success.

This unique course can provide long-lasting growth and sales results for your winery as your internal trainer can continue observing progress and coaching staff skills beyond the formal workshop. Trainers will also have the option to brush up on their own skills and consult with us on their own ongoing training skills as need arises.

EXECUTIVE TRAINER

Lynda Paulson, Public Speaking Coach, Trainer and Author, has been an executive speech coach and behavioral skills trainer 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.

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