

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

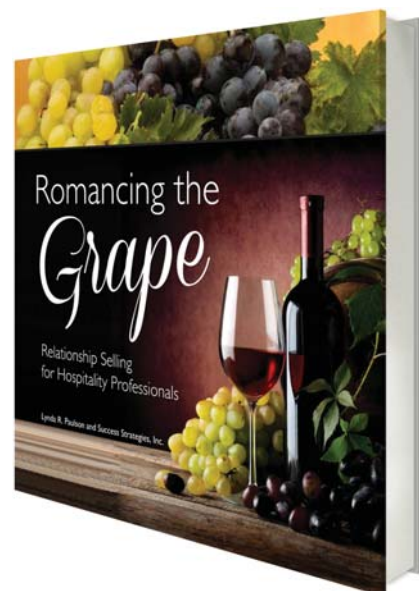
Build Memorable Client Experiences and Improve Your Bottom Line with Every Visitor

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



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

WHEN

Oct. 5, 2021

8:30 am - 12:30 pm

WHERE

St. Francis Winery

Santa Rosa

TUITION

\$315 per person,
limit: 3 per winery

Romancing the Grape

by Lynda Paulson
sold separately.

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

MYSTERY SHOPPING

We shop your tasting room, website or phone service ahead of the training class so we can more thoroughly customize our training to match your needs. Ask us for more details.

“

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

775.530.6119

Lynda@SuccessStrategiesInc.com



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.

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