

SEE YOUR WINERY THROUGH THE CUSTOMERS EYES

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From the driveway to the tasting room to:

- Improve your public image
- Increase customer satisfaction
- Increase sales

First Ask Yourself These Questions

- WHO do you want to visit your winery?
- WHAT is your goal?
- WHERE are you located?
- WHEN do you want visitors to come?
- WHY do you want visitors to come to your winery?

WHO do you want to visit your winery?

- What age group?
 - Millennial
 - Ages 9-31 (born 1978-2000), 75 million
 - Gen X
 - Ages 32-44 (born 1965-1977), 39 million
 - Baby Boomer
 - Ages 45-63 (born 1946-1964), 77 million
 - Mature
 - Ages 64-100 (born 1909-1945) ?

Millennial

- Influencers
 - Women influence men, millennials influence boomers (their parents), disposable income, instantaneous connection to their peers with social networking (Face Book, Twitter, texting), well-educated
- Experimental
 - Lack sophistication /wine education, visually select brand (buy cute labels), buy on label alone, hands on; like to go to wine tastings with friends and want lots of info (they will go on-line and talk about it immediately), environmental and socially conscious (they pay attention to the Green movement)
- Wine buying habits
 - Drive the new growth in consumption by generation
 - Buy more imports than domestic wines than other generations
 - Join more wine club memberships than other generations
 - Higher wine bar patronage than other generations
 - Purchase wines online and use the internet as a tool to gather information on wine (so your website needs to be current)

Gen X

- Small group compared to the Millennial and the Boomer generations
- Increasingly tech savvy
- Are in the family mode; have small children
- Purchase wines online and use the internet as a tool to gather information on wine (so your website needs to be current)

Baby Boomer

- Feel they will NOT get old
- They are adopting technology
- They are at the height of their earning power
- Are the largest per capita consumption of wine drinkers

Wine Market Council Research

- Table wine consumption rose 1.5% in 2008 (other alcoholic beverages were flat or negative)
- Growth comes from younger consumers, specifically Millennial
- Gender Neutrality, just as many men as women were drinking wine
- Most consumers buy in the \$6-\$9.99 range
- 45% of core wine drinkers buy red wine, 37% white, and 18% blush (core drinkers drink daily or once/week; marginal drinker drinks once/month)
- By generation, 59% Millennial buy domestic compared to 69% GenX and 75% Boomers
- 80% Millennials associate wine with fun times compared to 69% GenX and 66% Boomers
- “The Millennial segment of the population will sustain the wine industry for a very long time”.

Take Home Message

- The Millennial generation is the future of the wine industry
- They are the fastest growing segment of wine buyers
- They are the most optimistic and most likely to not let the poor economy effect their spending habits
- Anyone wanting to sell wine in the future must gear their packaging, sales and marketing towards Millennials

WHAT is your goal?

- Make more money
- Sell more wine
- Be known for quality wines
- Knowledgeable staff
- Winery destination – Tourism focus
- Host weddings and special events
- Entertainment venue

WHERE are you located?

- Website
 - Must have address and phone # on home page
 - Smart phones don't have numbers to enter the letters in a phone number, so use numbers in a phone number or have both listed
- Signs
 - Are they clear and can you get to your winery by following the signs
- Google Maps
 - Go to Google homepage and click on maps and follow the steps to add your winery

WHEN do you want people to come?

- What are your hours?
 - List them on the website and the entrance door
- Plan a calendar of events for the year
 - Include on your website and remember the who, what, when, where and how when listing information
- Give them a reason to come visit you
 - Be creative, steal other successful winery's ideas (best to steal ideas from wineries from other states!)

WHY do you want visitors to come to your winery?

- What is in it for them?
 - You need to promote whatever it is ; be the Quik Trip of wineries
 - You want them to think there is no other place to buy wine but your place because you are so much fun
- Are you creating an experience every time they get out of the car?
 - Huge opportunity to create a fantastic experience
- Perception is reality
 - Nice, rude, too many rules
- Exceed their expectations
 - employee empowerment; employees have the ability to replace product if customer is unhappy; free wine glass or replace bottle

What the Customer Sees

- Winery entrance
- Parking lot
- Tasting room
- Restrooms
- Gift shop
- Winery tour
- Patio, deck and winery grounds

Winery Entrance

- Visitors first impression
 - Grand or quaint
- Signage
 - Do visitors know where to turn?
 - List your options; tasting room, restaurant, wine garden
- Hours
 - If they are consistent, list them
- Landscaping
 - Flowers and shrubs should be maintained
- Use banners to promote a special event







Parking Lot

- Parking area should be easily marked with ample parking
- Paved or gravel
- Handicap parking clearly marked
- Signage to tasting room and restaurant
- Bicycle parking if appropriate
- **NO DUMPSTERS IN SIGHT!** If you have to have them in the parking lot, build a tasteful fence around them
- Parking attendant on busy weekends or event weekends who is dressed neatly with logo shirt, name tag and is informed!



Tasting Room

- “Welcome” should be all over the entrance
- Do visitors know what door to go in?
- Do visitors know what to do once they enter?
- Great customer service – 10/4 rule
- Tasting Counter – wine lists with descriptions, food pairing suggestions, prices and discounts; calendar of events, dump buckets, water pitchers, pencils, recipes
- Wine Racks – to hold bottles upright or on their sides, shelf talkers with short descriptions, prices and awards
- Collect data – wine club memberships, emails for newsletter

What about the customers other senses?

- Hear?
 - What kind of music do you have?
- Smell?
 - Grape smell; candles, potpourri, fermenting wine
 - Aroma station
- Taste?
 - Wine samples- do you charge or not
 - Listen to your staff do a tasting; are they appealing to the senses of the visitor with descriptive words, are they suggesting food and wine pairings, cooking with wine, have recipes available using your wines
 - Food samples
- Touch?
 - Let visitors touch the bottles, don't have the wine displayed where they can't touch them, people like to touch an item before they buy it

Restrooms

- Are they easy to find?
- Are they handicap accessible?
- Are they CLEAN?
- Design them for high traffic if you will host weddings and entertainment
- Diaper changing stations in both women's and men's restroom
- Décor of tasting room should follow through in the restroom



Gift Shop

- Tasteful or tacky
- Wine related items
- Display counters and cabinets – wine barrels, antiques, or modern
- Use the walls to display hanging wine racks and posters
- All display signs should have winery logo and white space to handwrite item and price
- Local food items - serve samples on busy days; ask vender if they provide free samples
- Lighting to highlight items
- Direct flow so visitors exit through the gift shop and go past the cash register

Winery Tour

- Do you have something worth seeing?
 - Historic cellars, state of the art winemaking equipment
- Can you charge for the tour?
 - Historic winery, winemaking knowledge and wine tasting
- Tell the story
 - Visitors want to know who the owners are, especially if it is a family winery
- Clean and orderly path
 - Winemaking area must be very clean; tour path needs to be safe; wine hoses, pumps, ladders, electric cords, floors, wet leaves, rails if walking downhill or up or down steps in a cellar
- Winemaking flowchart
 - White, red, sparkling and fortified wine production
- Vineyard
 - Grapes close to winery with signs of variety, seasonal photos, diagrams of the vineyard cycle
- Have a video available to play for those who don't want to take the guided tour or for those who aren't able (include video on your website too)

Patio, Deck and Grounds Area

- Will you have food service or snacks available in tasting room?
- If you have food service will you have table service or ala carte?
- Will you sell wine by the glass and by the bottle?
- Will you allow guests to bring in picnic baskets?
- Will the patio or deck be covered from the elements?
- What style of tables, chairs and umbrellas will you provide?
- Smoking or non smoking? Provide tasteful cigarette butt receptacles









Tasting Room Staff

- Appearance – Logo shirt, nametag and neat
- Hire front room staff who are outgoing and friendly
- Train, train, train – give them tools, teach them about your wines, give them talking points, brainstorm together about new ideas, empower them to make decisions, if you release a new wine give them a bottle to take home and try with friends, they are your ambassadors so treat them well
- Observe their interaction with your guests
- Then train them some more

Training Staff

- Great customer service
- Wine 101 knowledge
- Sales tips

Why Give Great Service?

- 1. It makes us something special
- 2. It is sound marketing
- 3. Keeps customers coming back
- 4. It yields better bottom line results
- 5. It makes for a better place to work
- 6. It helps attract better people to work with you
- 7. It is easier
- 8. It is the right thing to do

Why is Great Service Hard to Find?

- It is unfamiliar
 - Hardly anyone knows what it looks like
- It isn't being taught
 - Employees will never treat customers any better than their leaders do
 - Leaders need to walk the talk
- It isn't defined
 - Leaders need to give the employees the rules of the service game; they need to teach them how to play

Three Steps to Great Service

- 1. Figure out what the customer wants
 - Engage them
 - 10/4 rule
- 2. Get it for them
 - Do it accurately
 - Do it politely
 - Do it enthusiastically
- 3. Go the extra mile
 - Doing more than the customer asked for
 - Extra mile idea book

Wine 101 Training

- What is in it? Grapes or other fruits
- How is it made? Winemaking 101
- Wine Tasting – the five S's of tasting wine
- Serving wine
- Selling wine
- Pairing food and wine
- Enjoying wine
- Choosing the right glass
- Aromas

Sales Tips

- Smile
- Treat a customer wearing flip flops the same as a customer wearing high heels
- Start a dialogue not a monologue
- Knowledge is power – know your wine
- Be natural and genuine
- Sell emotions, rewards, value and opportunity
- Demonstrate your wine tools
- Close the sale

More Ideas

- If you offer 3 or 4 packs, display them.
 - Pre-pack some with your best sellers, or with another theme; winemakers favorite's, wine tasting party pack, Thanksgiving Day Dinner pack, a vertical of one variety if you sell multiple vintages
- Come up with lists for your sales staff
 - 12 reasons to buy a case of wine
 - 5 reasons to sign up for the wine club
 - 10 most requested recipes
- Host events during the week
 - Yahtzee Tournament
 - Stitch and Bitch
 - Women and Wine
 - Mom and Daughter Night
 - Wine Tasting 101
 - Cooking with Wine

Summary

- Answer the questions; who, what, where, when and why for your winery
- Remember the Millennials
- Look at your plan from winery entrance all the way to the tasting room as if you were the customer
- Remember to stimulate all the senses; hear, smell, taste and touch
- Train, train, train your staff on great service, wine knowledge and sales tips
- Think out of the box and have fun!



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