

1C

OPEN-ENDED QUESTIONS

WISE





NOTICE PREFERENCES... AND BUYING SIGNALS

1C



WISE





WHAT SUCCESS LOOKS LIKE

Customer Satisfaction

&

WISE Triple Score

WISE

Tasting Room Reality Check

- Is Backstage Showing?
- Friendly, Prompt Greeting
- Service Heart
- Knowledge & Passion
- Surprise & Delight
- Referral Source
- Open-Ended Questions
- Positive Profiling
- Features & Benefits Selling
- Planting Seeds & Notice Buying Signals
- **Triple Score!** Wine, Club, & Data.
- **Guest Satisfaction: Two Thumbs Up?**



ENTRANCE
To
TASTING • ROOM

'AH-HA'S & KEY TAKEAWAYS


A close-up photograph of a hand holding a glass of red wine. The hand is positioned in the lower right, with fingers wrapped around the stem of the glass. The wine is a deep red color, and the glass is partially filled. The background is dark, making the hand and the wine stand out. The overall mood is elegant and sophisticated.

THANK YOU

WISE



CONTACT US

 PO Box 2089, Napa, CA 94559

 www.wineindustrysaleseducation.com

 844-WISE4YU (844-947-3498)

WISE