

WISE



WISE COACHING

TASTING ROOM BEST PRACTICES





WISE

STRONG LEADERS. HEALTHY TEAMS. SUCCESSFUL WINERIES.

**LEADERSHIP
FORUMS**

**MYSTERY
SHOPPING**

CLASSES

**CUSTOM
COACHING**

CONSULTING

WWW.WINEINDUSTRYSALESEDUCATION.COM | 1-844-WISE4YU

A close-up photograph of a person's hands holding a small, red, crocheted heart. The heart is being held against a white, textured fabric, likely a shirt, which is partially covered by a dark brown or black suit jacket. The person is also wearing a gold necklace with a circular pendant. The overall lighting is warm and soft. In the top right corner, there is an orange circle containing the text '1A'. In the bottom right corner, there is a white logo for 'WISE' next to an orange square.

1A

THE RIGHT FIT: SERVICE
HEART, KNOWLEDGE, AND
PASSION

WISE

A hand is shown pulling back a vibrant red, glossy curtain. The curtain has deep folds and highlights, creating a sense of depth and texture. The background behind the curtain is a dark, almost black, gradient. In the top right corner, there is a circular orange badge with the text '1A'. In the bottom right corner, the word 'WISE' is written in white, bold, uppercase letters.

1A

WISE

FIRST ... & LAST IMPRESSIONS

1A

Great greeting...



... even when busy!

WISE

SOME ICONIC
BRANDS



1B



TIFFANY & Co.

WISE



1B

THREE BRAND KEY POINTS

WISE

1B



**SELL YOUR BRAND FIRST,
WINE SECOND**

WISE





1B

FIVE KEY STEPS

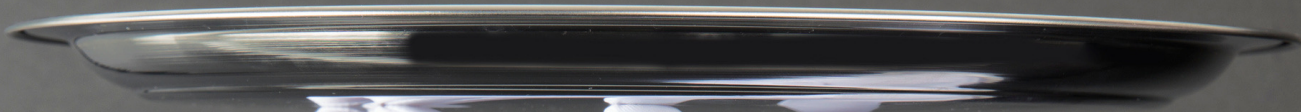
- Friendly Greeting
- Icebreaker/Referral Source
- Open-Ended Questions
- Useful Helpful Analogies
- Power of Storytelling

BUILDING GREAT RAPPORT

WISE

1C

THE PLATINUM RULE



WISE