

TASTING ROOM MANAGER'S CHECKLIST SERIES**Training for Success**

You've invested time and energy in selecting and onboarding your awesome team members. Set your team up for success by providing enough of the right training that goes *Beyond the Wine*, whether they're in the tasting room or in your office. Follow these initial Pro-Tips to establish clear goals and expectations and get your team motivated from day one - you'll be guaranteed to see more sales, greater wine club enrollment and a more engaged and engaging team!

The Basics

- Provide a comprehensive tour of your winery, including the vineyard, and introduce them to all members of your team.
- Review policies, rules, scheduling and breaks.
- Tasting notes and information on your wines.
- Safety and cleaning protocols (incl. COVID-19 protocols).

Beyond the Wine

- Give your new team member a warm welcome! Exemplify the friendliness you hope to see them offer your guests.
- Clarify their role and its importance – host/hostess, ambassador, solution finder, suggestion maker...
- Share any distinguishing details on your viticulture practices (Bio-dynamic? Chickens? Innovative irrigation system?).
- Discuss the art of receiving guests with different personality styles and how to meet their specific needs.
- Share special and defining stories of the winery/owner(s) or any other elements that make your winery different from all the others in your area.
- Review buying signals - how to recognize them, how to respond to them and close sales.
- Review all details on the Wine Club and any incentives you have for enrollment and member stewarding practices.
- Data collection practices and post-visit note-taking to document your guest/member's experience.

For more Pro-Tips to optimize and personalize your training program, give us a call!

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Beyond the Wine (powered by Komaryk Communications)