

They Buy You Not the Wine



Who Am I?



- Created Barefoot Wine with my partner Bonnie Harvey – now the largest wine brand in the nation.
- Relationship Selling Expert.
- Pioneered Worthy Cause Marketing.
- New York Times Bestselling Author of *The Barefoot Spirit*.
- Partner, Houlihan & Jones: Wine Industry Advisors.

Internet Marketing Alone Can Suffer From Several Disadvantages

- The internet is primarily one way communication and very impersonal, especially when it comes to sales.
- The internet is used primarily for comparison shopping. Customers buy discounts.
- Even engaged internet communication is not in real-time.
- However, a good website is absolutely necessary to provide information and make sales.



The Fastest Growing Segment of the DTC Business is Telephone Relationship Sales

- Wines over \$35 are not staples but luxury indulgences.
- Purchasing decisions are influenced by experiential memories.
- Real time telephone communication can keep a positive tasting room experience alive.



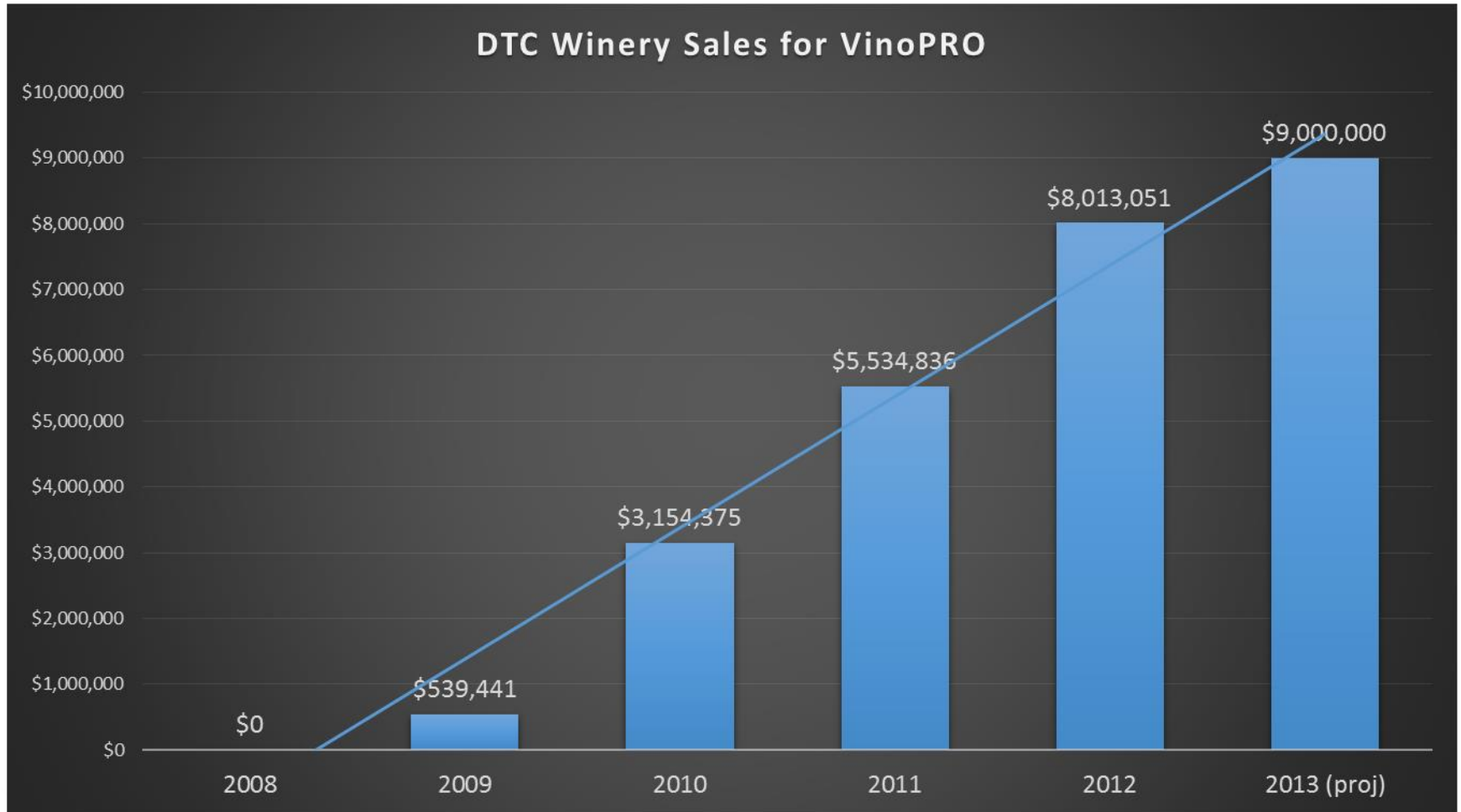
Personalized Attention Trumps Discounts!

- Customers want personalized attention more than a discount.
- Telephone sales have the capacity to sell at full price.
- Tone of voice communicates important buying signals. Personal wine stewards adjust their “pitch” to overcome tones of reservation, anxiety, or confusion.



It's the
winery
calling!

Telephone Wine Sales Growth



What Wineries Can Do to Increase DTC Sales



- Get their phone number!
- The phone number is worth about \$85.
- The email address is worth about 67 cents.
- Call them between 6:00 PM and 8:00 PM in their time zone.
- Create a real-time relationship with a “personal wine steward.”

They Buy You Not The Wine!



At Barefoot we discovered the **bond** between **buyer and representative** was so **strong**, if the **representative changed** companies the **buyer** would **change** products.

The Advantages of Real-Time Communication

The personal wine steward...

- Is the customer's extension of the tasting room experience.
- Communicates and uses personal information about the prospect that could not be gained in any other way.
- Can use advanced CRM information to leverage sales due to previous knowledge of favorite wines, gifts, personal likes, etc.
- Becomes a friend, confidant, and assistant buyer whose calls are anticipated
- Builds a relationship by asking questions



The In-House Challenge

- Find, hire, train and motivate an in-house telemarketing team.
- Build dialer, CRM systems, Compensation systems, Policies and Procedures, FCC Compliance, Cell Phone Compliance, etc.
- Provide payroll, benefits, and all HR services.
- Finding the time to make the calls. Is your staff going to make calls until 8pm?



A More Efficient Alternative...

Outsourced Relationship Selling

Outsource-outbound telephone sales:



- No Set-up Fee
- No human resources costs, issues, or accounting.
- Incremental and predictable sales revenue.
- Performance based fees.
- Well-trained professionals, no need to train your own staff.
- Save & increase club lists.
- Promote winery events.

It's the **winery**
calling!



Is *your* winery
calling???



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