

Corporate Sales Opportunities TIPS

As an Ambassador you have a great opportunity to build year-round sales with businesses who give gifts to clients. This can sometimes be a long sales cycle so planting seeds and follow up is critical. Boisset Ambassadors have generated single corporate orders well in excess of \$10,000 and many companies have substantial gifting budgets, especially around the holiday season (Sept – Dec). This training document will give you tips for generating corporate sales leads, qualifying opportunities, and managing the sales process so that you

Generating Leads:

Generating leads should be something you all the time as part of your day-to-day interactions with people. In addition, private wine tastings will be the single largest source of leads. Mention our corporate gifting program at each and every tasting:

1. Keep a calendar of tastings and try to find 2-3 corporate leads at each event.
2. Ask guests what line of work they are in. Use this opportunity to find out if there is an opportunity for gift-giving in their line of work.
3. Many service oriented businesses give client gifts: Legal firms, real estate broker, financial services, construction businesses,
4. Get their information rather than just giving out your card. Invest in a Guest Book and/or create a raffle form to capture guest information or use the order form provided.
5. Promote on Social Media. Once a month post a cool gift idea for any upcoming holiday or occasions. It will get people thinking about using you for gifting.
6. Utilize the monthly customer e-newsletter. Customize your message on your Boisset Collection newsletter to communicate your services.
7. Stay in touch throughout the year. Send out hand-written follow ups and remember your client's birthdays, anniversaries, and other important milestones.

Qualifying Opportunities:

Qualifying is asking the right questions. In a corporate sales opportunity there may be more than one decision maker and the sales cycle can be long. Here are some great qualifying questions:

- How often do you send gifts?
- What is your typical budget per gift? Total budget per month or per year?
- Do you currently have a preferred vendor and/or what did you send last year?
- Do you want your logo or custom artwork on a box or bottle of wine? If so allow 3 weeks.
- When do you need your gifts to arrive?
- Will they be shipping to one location or multiple (free shipping is only for shipping to a single locations and orders more than \$1000). If so what states? If they need to send gifts to states we can't ship wine, offer some non-alcoholic options.

- Who is the decision maker?
- Can you pay with a corporate credit card?
- Would you like to host a wine tasting with the decision makers? (customer would typically purchase samples)

Managing the Sales Process

Be responsive, professional, and work directly with customercare@boisset.com if you have any special requests or do not have immediate answers. Other tips to help the process move more smoothly:

- DO ask qualifying questions as early in the sales process as possible. This will save valuable time in the long run.
- DON'T offer up a wine club discount for a corporate customer right from the beginning. Though your inclination may be to save them money, often they just want to meet their budget numbers. Offering a wine club discount is decreasing your potential commission. We also require our wine club members to receive at least two shipments before cancelling so it is often not an appropriate fit for a business customer.
- DO mention Boisset offers free shipping on orders of \$1000 or more if it's going to a single address. Wine is very heavy and this can save a lot on an order.
- DO get going on building a list of potential corporate customers and updating it weekly. You should be adding and subtracting from your report all the time.
- DO review the holiday gift guide and personalized label training to make sure you have your own TOP PICKS to recommend to potential customers.
- DO have a goal in mind such as earning a trip or large commission check. This will help you stay focused and motivated.
- DO ask your sponsor or Boisset for help. We are here to help you be successful and maximize your revenue potential.

CLOSING the Sale

It is appropriate to ask for the order. Primarily you need to work on their timeframe, but here are some recommended strategies for closing an opportunity:

- ✓ Recommend to your corporate clients to send gifts earlier than everyone else. Receiving a gift by Thanksgiving helps you be first to send a holiday gift and stand out.
- ✓ Ask when they can give you a final answer? What else can I do to help you make a decision? Is there anything about my proposal I should change? What are your other options this year?
- ✓ Never be afraid of rejection. That is a sign you are working the business and collecting "no's" with pride! Even if you do not get the sale this time, it may lead to future opportunities.
- ✓ If you have less than 10 orders please enter through your website. For orders of 10 or more gifts, you can use the electronic order form and submit to customercare@boisset.com.