



# Keeping a Consistent Calendar

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## Booking Tastings & Host Coaching

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In this session, you will:

- Deepen Your Understanding of the Benefits to Prospecting to Keep Your Calendar Consistently Full
- Have a List of Where to Find Tasting Clients
- Know What to Say to Book a Tasting
- Learn How to Create a Successful Partnership with your Host

**Presented by** Allison Robinson, Lesley Allen, Lori Crosley and  
MiShawn Williams

# The 30 Day Rule

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## What You Do Now Pays Off Later

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“The 30-Day Rule states that the prospecting you do in this 30-day period will pay off for the next 90 days. It is a simple, yet powerful universal rule that governs sales and you ignore it at your peril. When you internalize this rule, it will drive you to never put prospecting aside for another day. The implication of the 30-Day Rule is simple. Miss a day of prospecting and it will tend to bite you sometime in the next 90 days. Miss a week and you will feel it in your commission check. Miss the entire month and you will tank your pipeline, fall into a slump, and wake up 90 days later desperate, feeling like a loser, with no clue how you ended up there.” [Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text and Cold Calling](#) by Jeb Blount

# Strategies to Grow Sales

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## Keeping Your Calendar Full

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presented by Allison Robinson

### I. Communication

What I do to promote and work my business; Awareness and learning to listen and converting information into revenue.

Website

The importance of follow up

Business cards

Networking

Give away wine

### II. Consistency of Bookings

Thinking outside the box beyond the “in home party”; where and how I look for sales and tasting opportunities.

Businesses

Charity and Fund Raisers

Events

### III. Continuity of Sales & Communication

How I maintain a continual revenue stream from effectively doing the above.

Re-orders

Custom Label

Wine Club

# Where to Find Bookings

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**A booking is any method or event where you get exposure of what we do and for our great wines rather than just an in-home tasting.**

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presented by Lesley Allen and Lori Crosley

## I. **New Ambassador**

- ✦ Make your contact list and share your excitement of your new business  
Self host with neighbors, friends, family coworkers

## II. **Veteran Ambassador**

- ✦ Refer back to your leads list
- ✦ Contact anyone that showed interest even if it were years ago
- ✦ Self host consistently
  - Wine Club or Customer Appreciation monthly tasting
  - Progressive tasting within the home and outdoors or from home to home

## III. **Other Ideas to Keep a Consistent Calendar**

- ✦ Say YES to all invitations for a tasting even if you are not available. Have a team member represent.
- ✦ Grand Opening and Re-Grand opening of local businesses
- ✦ Join Business Networking Groups
  - It gives you the opportunity to be referred
  - Attend business mixers (possibly pouring)
- ✦ Donate to Charity events
  - Attend the event as a guest
  - Offer to give a percentage back to the charity
  - You may want to be selective in which events you donate a tasting ... for example, only to events with a certain ticket price
- ✦ Corporate Sponsored Tastings
  - Approaching Decision makers and Negotiating

# Creating a Partnership with Your Host

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## Setting Expectations and Staying Aligned

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### I. Your Host is Your Partner but You are the Owner of the Event

- ✦ Be confident in who you are and what you offer. You represent luxury wines and a luxury experience. You are experienced (even if you've only had your own self-host) and the professional between the two of you.
- ✦ As the "owner" of the event, you want to understand every aspect of the event from knowing who the guests are to the food being served and to keeping the host assured and excited.
- ✦ As the owner of the event, feel free to get to know who the guests are. Ask your host, "So, who are you inviting? I know you want your guests to have the best time and an experience that they will remember so the best guests for a wine tasting are guests that like and buy wine." Have the host walk you through their guest list and tell you about each guest. Take notes. If you know the host well enough, you may want to ask, "Which of your guests do you think would like to do what I do?" Or, after going through the list, "From your description, it sounds like Mary and Susan might be great doing what I do. What do you think?"

### II. Setting Up the Event and Expectations

- ✦ Confirm time of the event, your arrival time and start time of the tasting.
- ✦ "Please let your guests know that this is a "guided wine tasting" with a designated start time and because we offer wines you can't get anywhere else, your guests get to order them at the tasting."
- ✦ Understand the guests: "Are your guests wine novices, enthusiasts or experts?"
- ✦ Understand the Host's vision. "Do you imagine your tasting being more casual or more formal? More educational or more entertaining?"
- ✦ "I know that we both want to make this a great tasting. What would that look like for you? (Understand what "success" means for the host and repeat back what's important to them). OPTIONAL ... "Great. A great tasting for me is when people are having fun, they learn one new thing about wine and, since this is my business, it's great when each guest orders wine."

### III. Partnering During the Tasting

Have this conversation with your host before the tasting begins:

- ✦ When comfortable, ask the Host to introduce you at the beginning of the tasting.
- ✦ Because this is the host's home, ask the host or one of their more social guests, to pour the wine .. it frees you up to keep the tasting moving and limits liability.
- ✦ At the end of the tasting, ask the host to allow you time to complete orders before inviting guests to eat (if dinner will be served after)

## More Ideas on Where & How to Book Tastings

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### List of Ideas + "Words to Say"

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#### At a Tasting

##### I. Drop "Booking" seeds throughout the tasting

- ✦ "When you book your tasting, we can specifically select wines of your preference and you can share this experience with a group of your own friends or business associates"
- ✦ "I really want to acknowledge our host, (Host's Name), who was creative and thoughtful enough to treat his/her guests to something a little different, this private wine tasting. As you enjoy today's experience, consider whether it's something you'd like to do with your personal group of friends or business associates. You'll see how fun and simple it is."
- ✦ "Is everyone having fun tonight? Great! It's easy to host a tasting. Tonight, we're having the Premium Tasting, but we have many other wines to choose from and we treat you to 50% off a selection of wines."
- ✦ If doing our original tasting format, ask: "Ever wondered if you were Vivacious, Sensuous or Powerful? When you book a tasting with me, you can find out with a tasting experience especially designed to Discover Your Wine Style."

## II. When Closing the Tasting

- ✦ “Thank you so much for your attention and for your appetite for wine! Did you have fun? Great. We have more wine so you can re-taste the wines you’d like to order tonight. I will come around to pour your favorites and ALSO see how I can help you with your order and see if you’d like to host your own private wine tasting ....” Ask EVERYONE at the tasting. You’ve now set them up to expect it.
- ✦ Provide guests with 2 - 3 options only. “Would you like your tasting on a weekend or a weeknight? Great. I do tastings on Saturdays and Sundays at 2pm or 5pm. Which would you prefer?”
- ✦ Even if they don’t have a date yet, secure their credit card. “To be respectful of your time, let’s book the tasting today and compare calendars over the next few weeks, unless you have a date in mind now?”
- ✦ Ask a question. “Can anyone share who they know might also like to enjoy a tasting?” “We’re here today to enjoy each other’s company, but can you think of any other ideas or occasions to host a tasting?” (you may want to give a small gift to the person with the most ideas ... helps people think broader about how, why and when they might want to host a tasting)

## Outside a Tasting

### I. Social Media

- ✦ With your Facebook Friends, go to Events, then Calendar and look at who’s birthday is coming up .... send them a PM - “Have you thought about how you’ll celebrate your birthday? What about getting a few friends together for some wine tasting?” Or, if they are in a relationship, send the message to their BF/GF/Spouse ... “Have you thought about what to do for X’s birthday that’s just a few weeks away?”
- ✦ Other Events in Your Facebook Calendar: Look up the organizer and either contact them directly to see if they need wine for their event or contact a friend who is connected to that organizer and ask to be referred.

- ✦ For any social media site. Post an enticing image or themed wine tasting and ask: "Who's in?" For anyone who likes the posting or responds, send them a PM telling them more about the tasting and ask if they'd like to host.

## II. Business Collaborations

- ✦ Reach out to independent sales agents who need to constantly network and market themselves for their business ... Real Estate Agents, Financial Planners, Personal Bankers and Insurance Agents are always hosting a networking event, a complimentary class or client appreciation event to attract and retain new business. Call the local region's office and offer your luxury wine tasting services as a marketing opportunity for them.
- ✦ Visit a local shop owner. Ask them if they'd like to host a tasting after hours for their VIP and select customers. Great shops for this: hair salons, nail salons, insurance agents, florists, cheesemongers, dessert shops, gift stores.
- ✦ Connect with other Direct Sellers to collaborate on events.

## III. Social Circles, Texting and Private Messaging

- ✦ Meetup Groups. Yes, join the ones that appeal to you socially, but also contact various organizers to see if their group would be interested in hosting a tasting. Organizers are always looking for new activities and meetups for their group.
- ✦ via Text or Facebook PM
  - "Hi Suzi I hope things are going well for you lately. I thought of you and I remembered at the [Miller's tasting/luncheon/networking group, etc], back when I had first started my wine business, you had showed some interest. I'm wondering if you'd be interested in (use most appropriate):
    - getting some of your friends together soon over the holidays, having a wine gathering
    - getting together again so I can show you our custom label options. They make a great closing gift, wedding party gift or birthday gift.
    - having me coordinate a Pilates n Pinot party
    - having a wine tasting for a group of couples
    - having a blend your own wine party. We have a Cabernet blend by Raymond or a Pinot option from DeLoach.
- ✦ "I thought of you because I know you like to be social and I know you like wine ...
- ✦ "I thought of you because we had such a great time at your last wine tasting ...

"I thought of you because you mentioned wanting to host a tasting in the future ..  
"I thought of you because I love to do wine tastings in beautiful spaces and your home is beautiful and you're such a gracious host ....  
... What do you think about getting some great friends/couples together to relax, take a break and sip some wine? I'd love to help you host a tasting. Hosting a tasting is fun and simple. In fact, I find that the more the focus is on the wine, the easier it is for you. All it takes is 8 - 16 friends, some cheese and crackers. I bring the wine and the wine education. Would it work for you to host a tasting in March?"

