



BOISSET *Collection*

INDEPENDENT AMBASSADOR
GUIDE TO BOOKING TASTINGS
& GETTING PHONE ORDERS



YOUR GUIDE TO BOOKING TASTINGS & GETTING PHONE ORDERS

The conversation templates in this guide are designed to help you book tastings and get phone orders with both your personal and Boisset contacts.

Be sure to personalize the templates based on your relationship with each person you reach out to.

- Make a list of people to contact about hosting their own tasting.
- Have your calendar available and offer dates within 2 to 3 weeks.
- Set aside 30-minute blocks of time each week to contact at least 5 people from your contact list using the templates in this guide.
- Have fun with your events and suggest different themes when reaching out to book tastings.

IN A HOME

Ladies Night / Couples Night / Wine Wednesday /
Pinot by the Pool / Summer Soiree / Birthday Party / Anniversary Party

IN AN OFFICE

Client Appreciation / Team Happy Hour / Team Building Event

AT A LOCAL BUSINESS

New Product Launch / Grand Opening or Re-Opening / Pilates & Pinot
(Pilates or Yoga Studio) / Art Gallery or Local Museum Exhibitions

SUPPORT A FUNDRAISER

Yappy Hour (pet adoption w/local animal rescue) / Drink Pink for
Women's Health / Blue Party for Autism Awareness



1st OUTREACH/WARM-UP...

Message

INDIVIDUAL EMAIL, TEXT, OR SOCIAL MEDIA MESSAGE (PERSONAL CONTACTS)

EMAIL SUBJECT LINE: Thought of You

Hi [Name],

I thought of you recently because you **(give personal reason why they would be a good host - examples: love wine, are so social, throw great parties, etc...)**

I'm an Ambassador for Boisset Collection and they own some of the most well-known wineries in Napa Valley and Sonoma like, Raymond and DeLoach Vineyards and Buena Vista Winery. They're all about quality wine, food, and fun! I'd love for you to be one of my first hosts.

All we need to do is pick a date, you invite some friends over for a casual get together at your place, and I take everyone through a guided tasting experience with 5 different high-quality wines. It's really easy and so much fun!

This is just a heads up that I'll be giving you a call to see if you're up for it. Talk soon!

IF RESPONSE IS NO, NOT INTERESTED: Thanks for letting me know. Would you be open to a quick call just to learn about some of our incredible wines that you may want to try? You can check out the website through this link **(insert personal website link)**.

INDIVIDUAL EMAIL, TEXT, OR SOCIAL MEDIA MESSAGE (BOISSET CONTACTS)

EMAIL SUBJECT LINE: You Would Be Perfect

Hi [Name],

It's [Your Name] from Boisset! Since I met you at [location] I've been thinking that you're the perfect person to host a Boisset Tasting Experience because you **(give reason why they would be a good host - examples: love our wine, are so social, are so friendly, etc...)**

All we need to do is pick a date, you invite some friends over for a casual get together at your place, and I'll take everyone through a guided tasting experience with 5 different high-quality wines. It's really easy and so much fun!

I plan to give you a call to see if this is something you would enjoy.. Talk soon!

IF RESPONSE IS NO, NOT INTERESTED: No problem. Thanks for letting me know. Do you know anyone else who may have an interest in hosting a tasting at their home or office?



SECOND OUTREACH...

Phone Call

VOICEMAIL - within 48 hours of sending warm-up message (PERSONAL & BOISSET CONTACTS)

"Hi [Name],

It's [Your Name]! I'm just following up on the message I sent you about hosting a Boisset Tasting Experience. No pressure at all but I'd love to explain a bit more about it to see if you like the idea. Just give me a call back when you get this message. I look forward to talking with you soon!"

PHONE CONVERSATION - within 48 hours of sending warm-up message (PERSONAL & BOISSET CONTACTS)

"Hi [Name], How are you? (chat for a few minutes)

I'm calling to follow-up on the message I sent you about hosting a Boisset wine tasting!

I bring the wine country tasting experience to you and a group of friends. It's casual, relaxed, and fun because everyone gets to sip and socialize while I guide them through the tasting of 5 incredible wines. It's a great reason to get some friends together for a good time!

I'll make everything really easy for you. All we need to do is pick a date and have you invite some people to your place. Instead of going to the store to buy drinks, you get up to a 50% discount on a 5-bottle flight of our quality wines for the tasting. You'll also get a 6th bottle from Boisset for only \$1 as a thank you for being a host, plus a free product credit to spend on anything from our website. I'll help you place the order for your discounted wine and all of the drinks will be taken care of! Some simple cheese and crackers is the only other thing you'll need. I'll set everything up and clean up after we finish. Are you up for hosting a fun tasting?"

RESPONSE IS YES: (offer dates from your calendar within 2-3 weeks and offer more dates if those don't work) "Great, I have some dates available on [Date] or [Date]. Will one of those days work for you? I'll send you an email with our Tasting Planner and a menu with our wine flights so you can choose which wines you'd like to order for your tasting. I'll give you a quick call on [Day] to see which flight you'd like to order and to answer any questions you have." (Watch "Host Coaching" video for what to say on your next phone call with your host)

RESPONSE IS NO: (Use "Answers To Common Concerns" if they give a concern)

"I completely understand and it's no problem. Quick question, what are your favorite types of wine? We have some incredible wines that I know you'll really like on our website. Are you interested in quickly checking them out since I have you on the phone?" (Walk them through a few of their favorite wine types on your personal website and ask if they'd like to place an order)

FOLLOW-UP EMAIL – Send immediately after 1st phone conversation

EMAIL SUBJECT LINE: Your Boisset Tasting Experience
ATTACHMENTS: Tasting Planner & Tasting Experience Menu

Hi [Host First Name],

We're going to have a great time at your Tasting Experience on [Date] at [Time]! I've attached a Host Planner to this email with some tips and a sample invitation you can personalize and send to your friends. I've also included a menu with our wine flights so you can choose the wine you'd like to order.

I'll give you a quick call on [Day] to see which flight you'd like and to answer any additional questions you may have. Talk soon! **(Watch "Host Coaching" video for what to say on your next phone call with your host)**



ANSWERS TO COMMON...

Concerns

I'm too busy right now.

"I understand. I should mention that because our tasting experiences are so fun and relaxed people really enjoy them for birthdays, anniversaries, fundraisers, and even at the office for team happy hours or client appreciation events. Maybe I can save you some planning time by booking a tasting for an upcoming event where you'd like to have something engaging for your guests. Do you like that idea or know anyone else who would?"

IF RESPONSE IS YES: "Great, what's the date of your occasion? **(schedule the date)** I'll send you an email with our Tasting Planner and a menu with our wine flights so you can choose which wines you'd like to order for your tasting. I'll give you a quick call on [Day] to see which flight you'd like to order and to answer any questions you may have." **(Watch "Host Coaching" video for what to say on your next phone call with your host)**

RESPONSE IS NO: "No problem. Quick question, what are your favorite types of wine? We have some incredible wines that I know you'll really like. Are you interested in quickly checking them out since I have you on the phone?" **(Walk them through a few of their favorite wine types on your personal website and ask if they'd like to place an order)**



ANSWERS TO COMMON...

Concerns

I don't want my friends feeling pressured to buy wine.

"I wouldn't want your friends to feel that way either. One of the things I love about Boisset is that we focus on socializing, fun, and simply educating people about our wines. There truly will be no pressure to buy - it's all about fun!

How does that sound?"

RESPONSE IS YES: (offer dates from your calendar within 2-3 weeks and offer more dates if those don't work) "Great, I have some dates available on [Date] or [Date]. Will one of those days work for you? I'll send you an email with our Tasting Planner and a menu with our wine flights so you can choose which wines you'd like to order for your tasting. I'll give you a quick call on [Day] to see which flight you'd like to order and to answer any questions you have."
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My house is too small for a lot of people.

"That's actually no problem at all for a Tasting Experience. We can make it a small, intimate group of your closest friends and family. I love doing tastings with small groups!

How does that sound?"

RESPONSE IS YES: (offer dates from your calendar within 2-3 weeks and offer more dates if those don't work) "Great, I have some dates available on [Date] or [Date]. Will one of those days work for you? I'll send you an email with our Tasting Planner and a menu with our wine flights so you can choose which wines you'd like to order for your tasting. I'll give you a quick call on [Day] to see which flight you'd like to order and to answer any questions you have."
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ANSWERS TO COMMON...

Concerns

I want to check with my friends to see if they're available.

"It will probably be difficult to find a date that works for everyone. Typically, about 30% of the people you invite will be able to come no matter what date you choose, just like any party. But, we can pencil in a date now and you can check with a couple of the people you most want to attend, and if the date doesn't work we can re-schedule.

Will that be okay?"

RESPONSE IS YES: (offer dates from your calendar within 2-3 weeks and offer more dates if those don't work) "Great, I have some dates available on [Date] or [Date]. Will one of those days work for you? I'll send you an email with our Tasting Planner and a menu with our wine flights so you can choose which wines you'd like to order for your tasting. I'll give you a quick call on [Day] to see which flight you'd like to order and to answer any questions you have." **(Watch "Host Coaching" video for what to say on your next phone call with your host)**

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Why do I need to purchase the wines for this tasting?

"Alcohol is tightly regulated in all 50 states, so we as a company have to follow the rules. One of those rules is that the customer needs to purchase the wines directly from the winery. Besides, even if you visited wine country, wineries all charge for samples in their tasting rooms as well.

As much as we'd like to offer the "Thank You" bottles as a free gift for hosting a tasting, that is also not permitted in most states. Instead, we charge a token \$1 for them in order to follow the letter of the law."



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