



BOISSET *Collection*

INDEPENDENT AMBASSADOR
GUIDE TO LEADING
EXCEPTIONAL
VIRTUAL TASTINGS





VIRTUAL TASTING EXPERIENCE

OVERVIEW & *Timeline*

Every Virtual Tasting Experience is different, but you should aim to keep the event **short and sweet**. 45 minutes is the perfect amount of time for our 3-bottle Virtual Tasting Experiences, from start to finish. It's fine to go fast and finish in 30-40 minutes, but try not to go over 1 hour to respect people's time.

BEFORE GUESTS ARRIVE - 30 min to 1 hour:

- Review the support materials provided for your Virtual Tasting Experience.
- Prepare your tasting area, test your camera, lighting and sound.
- Open the wines, prep your glassware and arrange any Boisset display items.
- Sign onto the online platform 10 min. ahead to allow time for troubleshooting.

WELCOME PERIOD - The first 5 minutes:

- Greet guests as they join. Tell them to pour themselves some of the first wine.
- Socialize as the group gathers - make note of and use people's names.
- Recognize each participant at least once and make wine-centered small talk.

INTRODUCTION - 5-10 minutes

- At 5 minutes after the scheduled start time, begin the Virtual Tasting.
- Introduce yourself as a Boisset Ambassador and thank guests for joining you.
- Let people know how to mute themselves if needed, and your preferred method for asking questions - whether by chat, raising hands or comments.
- Begin screen sharing and use the first few slides to tell people about Boisset.

GUIDED TASTING - 15-30 minutes

- Use the guidance in the slides to begin talking about each wine in sequence.
- Aim to spend at least 5 minutes, but no more than 10 minutes on each one.
- Mention one of our programs on each wine - such as Wine Society or Custom Labels.
- Between wines as they pour the next, ask questions-do they like the wine?
- Use your own words throughout to keep things real, but for ideas of what to say and some helpful sales tips, review the suggestions provided in this Guide.

FINAL ANNOUNCEMENTS & WRAP UP - The last 5 minutes:

- End the screen share and answer any remaining questions.
- Remind guests that they can order the wines and about any special offers.
- Share your contact information and let them know that you will follow up with everyone after the event.

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BEFORE YOU BEGIN TECH & VIDEO TIPS

Here are some tips to help your foray into the digital realm go smoothly:

- **Choose a quiet location where you can control light and sound.** Avoid having light sources or reflective surfaces behind you. Aim for soft, diffused natural light, ideally from multiple sources, like a window and a lamp.
- **Take the time to aim for attractive framing.** Set up your camera at or just above eye level for the most flattering angle – try using books or a sturdy box as a riser. Test your framing with a friend to find the most comfortable way to include at least one of your bottles onscreen as you taste.
- **Boost confidence with Boisset branding.** Our beautiful branding commands instant respect and credibility. Consider setting up a display in the background of Boisset bottles, jewelry, books and any other items that can convey our distinctive look and branding.
- **Think like a newscaster when choosing your wardrobe.** Dressing well and looking your best will make you feel good and project confidence. However, be aware that some things look different on camera than in real life. Solid fabrics are always safer than patterns and avoid stripes, plaids and checks, since they can appear to flicker distractingly on video. Black and white can blur into a harsh blob in certain lighting too, so other colors work best.
- **Have a technical assistant or wingman if possible.** It's a great idea to deputize a partner, friend or colleague to keep an eye on technical issues.



STEP BY STEP GUIDE:

DAY OF EVENT *Preparations*

WHAT TO DO 30 MIN. TO 1 HOUR AHEAD OF START-TIME:

- **Review the support materials provided for your Virtual Tasting Experience.** Familiarize yourself with the information on your Tasting Mat & Menu document. Even if you do not plan to use the Boisset slide presentation, it's a good idea to review those slides as well, and to watch the videos posted on the product pages for the wines you will be tasting.
- **Prepare your tasting area.** It's helpful to have more table space than you normally would at your desk, so consider using a laptop at a larger table, but you may need to raise it up on books or a riser to get a flattering angle. Make sure all light sources such as lamps or windows are in front of you, and avoid reflective surfaces behind you – like mirrors or art behind glass.
- **Open the wines, arrange your glassware and stage the bottles along with any Boisset display items.** Consider having Boisset branded materials on display behind you, such as books, printed materials, jewelry and beautiful bottles. It's particularly helpful to have a sample Custom Label or Etched Bottle on hand as a prop for when you mention those offerings.
- **Set up your computer and camera and test both audio and video.** Remember to close any windows that are using your webcam before launching the video-conference. You may also want to close or disable programs that have pop-up notifications, such as email or social media accounts.
- **Open all supporting documents or web-pages that you intend to screen-share.**
 - Your My.BoissetCollection.com website – open to Tasting Experiences page
 - Tasting Experience Slide Presentation
 - Tasting Mat & Menu Document
 - Product Pages and Tech Notes pdf for Each Wine
 - Current Wine List
 - Current Experiences Document
- **Sign onto the online platform 10 min. ahead to allow time for troubleshooting your connection.** This also ensures that you are there to greet any guests who log in early.



STEP BY STEP GUIDE: THE WELCOME *Period*

WHAT TO DO IN THE FIRST 5 MINUTES:

- **Greet guests as they join and tell them to pour themselves a glass of the first wine.** Make note of and use people's names throughout.
- **Socialize as the group gathers.** Build individual connections with guests you don't know by asking rapport-building questions like "What types of wines do you normally like best?"



THE *Introduction*

WHAT TO DO THE NEXT 5 TO 10 MINUTES:

- **At 5 minutes after the scheduled start time, begin the Virtual Tasting.** Introduce yourself as a Boisset Ambassador and thank guests for joining you. It's best to use your own words, but you can also use the suggested language below if that's helpful.
- **Let people know how the basics of how to participate - how to turn their video on and how to mute themselves if needed.** Let them know your preferred method for asking questions - whether by text via chat, raising hands or waiting until the end for Q&A.
- **Begin screen sharing and use the first few slides to tell people about Boisset and set expectations for how the virtual tasting will proceed.**



EXAMPLES OF WHAT TO SAY: **VIRTUAL WINE** *Tasting*

INTRODUCING YOURSELF

“My name is [your name] and I’m an independent Ambassador with Boisset Collection. I get to run guided tastings like this for different groups all the time and share my passion for wine with people.”

THANKING A HOST

For events organized by a host: “Thank you [host name] for bringing us together for a fun, guided “virtual tour” through the world of wine! Let’s all raise a glass - cheers to [host name]! “

INTRODUCING BOISSET COLLECTION

“In case you’re not familiar with Boisset Collection, our proprietor, Jean-Charles Boisset was born in Burgundy, France, where his parents founded their first winery in 1961. At the age of 11, he visited California with his family and fell in love with Napa and Sonoma Valley.

Once Jean-Charles began to lead the Boisset family business, he acquired some of the most iconic wineries in California Wine Country such as, DeLoach Vineyards in the Russian River Valley, Buena Vista Winery in Sonoma, and Raymond Vineyards in Napa Valley. We now have over 25 wineries in our portfolio and Boisset has earned a reputation for making premium, world-class wines in both France and California.

Jean-Charles also created our Ambassador program to allow people across the U.S. to share a wine country tasting experience in the personal atmosphere of their home with friends and family, like his parents did when he was growing up. It also allows people like me to have a ton of fun with my own flexible business because I get to sip and socialize with different groups of great people like you!”

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EXAMPLES OF WHAT TO SAY: VIRTUAL WINE *Tasting*

SETTING EXPECTATIONS FOR THE TASTING EXPERIENCE

“This guided tasting is really all about you having a good time! I’ll be taking you on a “virtual tour” of some of our favorite wines which are offered exclusively through our Wine Ambassadors and tasting rooms.

The wines I’ll be featuring are all listed on the Tasting Mat & Menu document that was shared with you in advance. (Show the document on your screen.) As we taste, I’ll share some fun facts, pairing ideas, and insights into each of them.

On the second page (scroll down to display page 2 with menu/order form), you’ll see an order form that you can fill out if you’d like to purchase any of our wines during. If you prefer to place your order directly, I can walk you through the process of ordering online with you after the tasting event.

If you don’t have this document handy, it is also linked from the Tasting Experience product page on my website – I’ll paste the link into chat/comments so you can find it quickly. (Paste link into chat box)

This tasting mat makes my job easy because it tells us almost everything we need to know about each wine! It lists which types of grapes are used and where they’re grown. Below that there are descriptions and food pairing ideas. And you’ll see it uses Boisset’s helpful color-coding system which organizes our wines by how they taste. It’s called the Spectrum of Style and it makes finding wines you’ll love really simple.”



STEP BY STEP GUIDE: **THE GUIDED** *Tasting*

WHAT TO DO IN THE FOLLOWING 20-30 MINUTES:

- **Using the guidance in the slides, get the tasting started and begin talking about each wine in sequence.** Please note that many slides are designed to be shown in quick sequence, spending only 5-10 seconds on each one! Some slides cover a more complex idea that may take up to a minute to convey. But in every case, these presentations are designed to be easy to use and to have broad appeal to wine drinkers – even if you just read off the slides out loud!
- **Aim to spend at least 5 minutes, but no more than 10 minutes on each of the 3 wines in total.** This includes pouring the wine, covering the slides. It sounds really fast, but since you don't have to pour wine for the group, allows time for you to pause and share your own stories as you go.
- **As you talk about each new wine, mention one of our offers or programs on each wine – such as Wine Society or Custom Labels.** As you go along, you'll naturally want to tell guests about all the great offers and programs Boisset has available. This is most effective if you space them out, one at a time with each new wine. See the suggested language in the next pages for ideas of how to bring them up in passing.
- **Pause between wines as they pour the next.** This is a perfect moment to gather your thoughts. Ask if people have questions for you, or better yet – ask a wine trivia question yourself (see suggestions on final page).
- **It's best to use your own words throughout to keep things real.** But if you're new to leading tastings, don't stress yourself out! You'll find ideas and examples of what to say and some helpful sales tips provided in this Guide. Try writing down a few of the key talking points on post its and placing them within your field of view!



EXAMPLES OF WHAT TO SAY: **VIRTUAL WINE** *Tasting*

MENTIONING OUR BOISSET PROGRAMS & OFFERS DURING GUIDED TASTING

We recommend telling guests about all the great offers and programs Boisset has available. This is most effective if you choose 3 to mention and space them out, one at a time with each new wine. Here is the suggested language on:

WINE SOCIETY MEMBERSHIP

“Our Wine Society membership is unique because you can customize your shipments if you want to. As you can see in our pricing, you’ll save 20% on every order and we only require a minimum of 3 bottles a quarter - that’s just 1 bottle of wine a month! I’m guessing everyone here drinks at least 1 bottle of wine a month, so why not save 20% and get our great shipping discounts too?”

CUSTOM LABEL PROGRAM

“Some of you might really enjoy our Custom Label program. It’s a fun and easy way to customize your bottles of wine! You can choose from our ready-made custom templates online or upload your own artwork to our website. This is perfect for weddings and special occasions, as well as for fundraisers for non-profits and also for businesses that do entertaining and corporate gifting.”

HOSTING A TASTING EXPERIENCE (IN-PERSON OR VIRTUAL)

“Isn’t this tasting fun? Wine tastings are a great way to connect, learn a laugh, so you may want to think about hosting one of these events yourself. People really enjoy them for birthdays, fundraisers, and at the office for team happy hours or client events to have something engaging for guests to do.

All our Tasting Experiences come with a free product credit to spend on anything from our website, and our larger flights for In-Person events come with even more perks. If you like the idea, just let me know after the tasting!”

AMBASSADOR OPPORTUNITY

“You can probably see how much fun I have meeting new people as an Ambassador with Boisset. (Share your personal story about “why” you joined.) If you or anyone you know in any state might enjoy what I do, please let me know because I love talking with people about how they can join Boisset and be part of this incredible industry filled with wine and fun!”

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STEP BY STEP GUIDE: ENDING THE *Tasting*

WHAT TO DO IN THE LAST 5 MINUTES:

- End the screen share and answer any remaining questions.
- Remind guests that they can order the wines and tell them about any special offers.
- Share your contact information and let them know that you will follow up with everyone after the event.



EXAMPLES OF WHAT TO SAY: CLOSING

ENDING THE TASTING EXPERIENCE

“This is the end of our guided “virtual” tasting and I had a great time with all of you! Before we go, I want to thank you all on behalf of Boisset Collection for inviting us into your home.

One last thing I want to remind you of is that all of the wines are available through my website, or by filling in the order form on page 2 of your tasting mat and sending it to me by text or email. I will follow up with each of you in the next few days to see if you’d like some of the wines or more information on any of our programs.”

FOLLOW UP

- **Day After Tasting** - Reach out to the host and all guests to thank them, confirm that you have placed their orders, provide them with tracking details, and remind them that an adult signature is required for delivery.
- **Once Orders are Delivered** - Review Ambassador Academy Video #13 “Customer Follow-Up” through this link: <https://vimeo.com/393823651> for what to say when reaching out.

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ADVANCED OPTIONS

VIRTUAL BEST PRACTICES

Here are some tips to help you make the most of your virtual tastings:

- **Consider offering your own “host reward” to broaden your audience.** The key to building sustainable business from virtual tastings is to reach beyond your existing contacts. That’s why it is in your interest to find customers interested in organizing a virtual tasting for their own contacts. It helps to sweeten the pot with a tempting “gift” they will receive if they get more people to participate.
- **Suggest customized virtual tastings using terms like “bespoke”, “personalized” or “on demand”.** We offer great Virtual Tasting Experiences, but nothing is as tempting as an event built around your own personal tastes! Boisset Collection’s exceptional range of wine styles and price points means that we have something for everyone, so why not suggest an all-Cabernet Sauvignon tasting or an all-bubbles tasting.
- **Make it a game they can win.** People are competitive and LOVE games of skill or chance. Consider adding a trivia contest to your virtual tasting with some kind of prize, such as an Amazon gift card or a Passion for Wine Tasting Journal (these qualify for the affordable “media mail” rate via USPS). Ask wine trivia questions, and have people chat in their answers – the person with the most right answers wins! Just be sure to make them easy questions that 9 out of 10 attendees would know the correct answer to, such as:
 - How many cups of wine are in a standard bottle? (3)
 - What color of wine is Chablis? (white)
 - Most fine red wines are aged in what vessel before bottling? (barrels – extra points for oak or French)
 - Which grape is both a relative of Pinot Noir and makes one of Italy’s most popular wines? (Pinot Grigio AKA Pinot Gris)
 - What is the only popular wine grape that starts with the letter Z? (Zinfandel)
 - Which famous French grape suffered public humiliation in the movie “Sideways”? (Merlot)
- **Consider adding a few custom slides to the Boisset Slide Presentation, whether to share your contact info/website, to add trivia questions or to feature special offers.** These documents are shared as “Google Slides”. To customize, you can go to File menu and select the “Download – Powerpoint” option OR select “Make a Copy” of the entire presentation and save to your own Google Drive. Once you have your own copy of the file you can add or delete slides as needed. (If using Google Slides, use the font called “Montserrat” for most similar look to our Boisset branding.)

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