



# BOISSET *Collection*

INDEPENDENT AMBASSADOR  
GUIDE TO LEADING  
EXCEPTIONAL TASTINGS



# YOUR GUIDE TO COACHING HOSTS

The conversation templates in this guide are designed to help you give your hosts the proper guidance needed prior to their tastings in order to get good guest attendance and ensure the events run as planned!

- Send Email - Tasting Planner & Current Experiences documents
- First Host Call - within 24 hours of sending Tasting Planner email
- Second Host Call - one week before tasting
- Third Host Call - two days before tasting





## EMAIL THE NECESSARY...

### *Documents*

**EMAIL** - send immediately after host books their tasting attaching two documents:

- Tasting Planner document
- Current Experiences document

**EMAIL SUBJECT LINE:** Your Boisset Tasting Experience

**ATTACHMENTS:** Tasting Planner & Tasting Experiences 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 Tasting 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 flight options so you can choose the one 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!



## THE FIRST HOST...

### *Call*

**VOICEMAIL** - call host within 24 hours of sending email

"Hi [Name],

It's [Your Name] with Boisset! I'm just following up to go over some details from the email I sent you about your upcoming tasting. Please call me back at [phone number]. I look forward to talking with you soon!

Looking forward to talking with you!"



# THE FIRST HOST...

*Call*

## CONVERSATION – call host within 24 of sending email and attached documents

“Hi, [Host Name] it’s [Your Name] from Boisset! How are you? **(Chat briefly)**

I just wanted to quickly touch base and go through a few things in the email I sent to help you have a great tasting!” **(Confirm tasting date will work – if not, set a different date)**

**(Have host open Tasting Planner on their phone or computer and walk through each page with you)**

- **PAGE 1 – HOST REWARDS:**

“Do you have any questions about how our Host Rewards work?”  
**(re-explain if needed)**

- **PAGE 2 – TIPS:**

“Some important tips for your tasting are...”  
**(walk through each tip in planner)**

- **PAGE 3 – THOUGHT JOGGERS:**

“This page will really help you build a nice guest list for your tasting and it reminds you to open up your invitation to all different types of people you may know.”

- **PAGE 4 – SAMPLE INVITE:**

“We’ve included a sample invite that covers the important details of your tasting so you can personalize it and send to everyone on your invite list.”

**(Have host open Tasting Experiences Menu and recommend one of the Tasting Flights / Hint: most Ambassadors recommend the classic “Wine Country Experience”)**

“As you can see in the Tasting Experiences Menu I sent, there are several different flights you can choose from. If you’re not sure which one to go with, I recommend the [Name of Flight]. Do you know which flight you’d like to order?”  
**(Collect all information needed to place flight order)**

“Now that we’ve talked through everything, do you know when you’ll be able to send your invitation out to your guest list?” **(Be sure they add you to the invite list so you receive the invitation)**

“We’re all set for now but please feel free to reach out to me anytime if questions come up. I’ll give you another quick call a week before your tasting to touch base. We’ll talk soon!”



# THE SECOND HOST... *Call*

## VOICEMAIL - call host one week before their tasting

"Hi [Name],

It's [Your Name] with Boisset! Your tasting is only a week away and I'm preparing for a fun time with your friends. I just have a couple of questions for you. Please call me back at [phone number]. Talk soon!"

## CONVERSATION - call host one week before their tasting

"Hi [Host Name], it's [Your Name] with Boisset. **(chat for a minute)**

Hopefully, you're looking forward to your tasting now that we're only a week away!

I wanted to get an idea of how many people will be attending. How many RSVPs do you have so far? **(If less than 6 people, review thought joggers in Tasting Planner to help your host add more people to their invite list)**

Since we're a week out from your tasting, it's a good time reach out to your guests with individual phone calls or texts to ask if they can definitely attend, so we can get an accurate headcount. You can also encourage each person you talk with to bring a friend if you'd like more people to attend. Can you reach out to people individually either today or tomorrow?

While we're on the phone, do you have any questions for me? **(Answer questions)**

Again, feel free to reach out to me if any questions come up over the next week. I'll give you one last call a couple days before your tasting to see how many people are coming and to cover a few last details. Talk to you soon!"



## THE THIRD HOST...

*Call*

### VOICEMAIL - call host two days before their tasting

"Hi [Name],

It's [Your Name]! I'm just checking in one last time to go over a few last details before your tasting on [Day]. Please give me a call back at [Phone Number] when you get this message. Talk to you soon!"

### CONVERSATION - call host two days before their tasting

"Hi [Host Name], it's [Your Name]! **(Chat for a minute)**

I wanted to check in and give you a few quick reminders before your tasting. I'm excited to meet your friends and guide them through a fun taste of wine country!

I'll arrive at [time] to set up. How many people do we have confirmed to attend? I've found that if you personally remind the people who have RSVP'd with an individual text or phone call today or tomorrow, it reduces cancellations and your attendance will be just what you expect.

Which room do you think will be best to have a table set up for everyone to sit as a group for the tasting? **(Be sure the room will be set up properly or make suggestions for a different location in the house)**

**(Ask which foods from Tasting Planner they will be serving -fruit, cheeses, crackers. If they plan to serve dinner remind them to do so after the tasting)**

Sounds like we're ready to give your friends a great experience! Just remember to send those individual reminders out to everyone who's RSVP'd and I'll see you on [Day] at [Time]!

#### **IF YOU THINK YOUR HOST WOULD ENJOY THE AMBASSADOR ROLE:**

"I also wanted to mention that I've really enjoyed my conversations with you as we've been preparing for your tasting! I love being an Ambassador with Boisset and I think you would be great at what I do because you... **(Give reason about why they would be a great Ambassador - examples: love our wine, are so friendly and outgoing, have been amazing at preparing for your tasting, etc.)**

There's a video I'd like to send you, which explains the details of what it's like to be an Ambassador with Boisset. Do have an interest in just checking it out?"

#### **IF RESPONSE IS YES OR MAYBE:**

"Okay, great. I'll text you the link and I'm interested to hear what you think. We can talk about it at your tasting." **(Immediately send Ambassador Opportunity Video link - go to your personal website under the Join Tab, click on Become An Ambassador, click on Watch Video to find link).**

**IF RESPONSE IS NO:** "No problem at all. Just thought I would check to see if you had an interest. Okay, we're all set for your tasting and I hope you're as excited as I am! I'll see you on [Day] at [Time]!"



**BOISSET**  
*Collection*

Boisset Collection  
849 Zinfandel Lane  
St. Helena, CA 94574

1-855-233-5155 ext. 2  
[customercare@boisset.com](mailto:customercare@boisset.com)

