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# How To Increase Sales Through Relationship Building

Strategies For Success

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## Finding Opportunity

One of the biggest challenges a salesperson faces, is garnering new business.

- There is endless opportunity within your existing client file.
- Through relationship building, you will realize many unexpected opportunities.
- Learning more about your clients (business, lifestyle, buying habits, hobbies, etc.) will lead you to both larger orders, as well as referrals.

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## Phone vs. Email

In the age of technology, the phone is often more powerful than email.

Human connection is at the center of emotion.

Emotion evokes action.

The phone allows for a transfer of energy, and opportunities to build rapport, and create excitement.

**Tip**

Call your clients at least ONCE A MONTH!

Save small talk for AFTER the sale. (this is where you'll find more opportunities)

Have a plan BEFORE you dial. (Which wines are you presenting?)

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The 4 most important points for sales people:

- Create habits around speed  
Quick intro, presentation, etc.  
Don't over talk. Over talking suggests lack of confidence.
- Set your expectations high.  
Headspace is fundamental to performance.  
Expect that your clients want to buy.
- Eliminate fear.  
Have confidence in the products, ownership, and your recommendations.
- Long term thinking.  
Set up the next call. "what else should I be on the lookout for?" Keep the client engaged.

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Close the doors! Get firm commitments.

1. Product: "Doesn't that sound incredible?" **YES!!**
2. Price: "That's a great price, don't you agree?" **ABSOLUTELY!!!**
3. Quantity: "I've got a limited amount of this wine available, so you may not have a chance to re-order. I recommend you grab 2 cases. **SOUNDS GREAT!!!! I'LL TAKE THEM!!!**

Closing each of the doors in the sales cycle, mitigates uncertainty and allows you to stay in control of the call.

**Tip**  
**Reference a personal experience with the wine.**  
 This will get the client thinking about experiencing the wine with their friends and family.  
*"We paired this with a coq au vin on my birthday, and it blew our minds!"*

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1. Intro

The best approach to grab the audience's attention right from the start: Enthusiastic greeting, building curiosity, and creating urgency.

- **Enthusiasm**  
*"Hi, ..., it's Tino with the Boisset Collection, are you excited?!!? Or 'I'm so glad I got ahold of you!!!"*
- **Build Curiosity**  
*"I drank a wine that made me think of you immediately!"*
- **Create Urgency**  
*Fear of loss drives action!! I've got a limited amount of this wine available.*

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Your **ENERGY & ENTHUSIASM** from "Hello?", to "Enjoy the wine!" are 2 of the biggest deciding factors for the client.



**Tip**

Keep the presentation short. Highlight a few facts about the wine, keeping in mind, perceived value, exclusivity.

*"This wine is full bodied and rich, while retaining balance and complexity."*

*"Wines that drink like this can eclipse \$500 per bottle, but this is only \$25!"*

*"Only 250 cases of this were produced, and there may not be an opportunity to re-order."*

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### 2. Product/ Presentation

By the end of your presentation, your client should be able to visualize:

- **Style and Flavor Profile**  
Curate your description to paint a picture that will stimulate their senses.  
*"This wine tumbles out of the bottle and darn near breaks the glass when you pour it."*
- **Enjoyment and Use**  
Personal experience and food pairing suggestions are useful in terms of conveying the overall experience.  
*"I enjoyed this at my brother's place with BBQ ribs, and we were fighting for the last glass."*

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### Perceived Value

Perceived Value helps customers feel good about their purchase, good about themselves, and confident they've made the best possible decision to buy something that meets their needs.

When they feel good about their purchase, they'll come back and refer their friends.

**Tip**

Perception is influenced by life experience, personality, past interactions with your brand and your competitors.

Always personalize your presentation.

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**Competitive Comparison.**

Comparing your product to a competitor is a very effective strategy for creating perceived value.

*"My wine group blind tasted this against the who's who of Napa Cabs and it outpaced every wine on the table".*



**Tip**  
It's helpful to know what wines your client is buying and drinking, outside of your recommendations.

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**3. Price**

People need to understand the value of your product, and why it's their best choice.

**Pick 1 or 2 bullet points and make comparisons as necessary. Remember, you're the expert.**

- **Relate**  
*Offer information within the context of the story you've already told*
- **Compare**  
*Make big numbers digestible by putting them in the context of something familiar. Compare to a brand known to them, that carries a higher price.*

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**Fear of Loss**

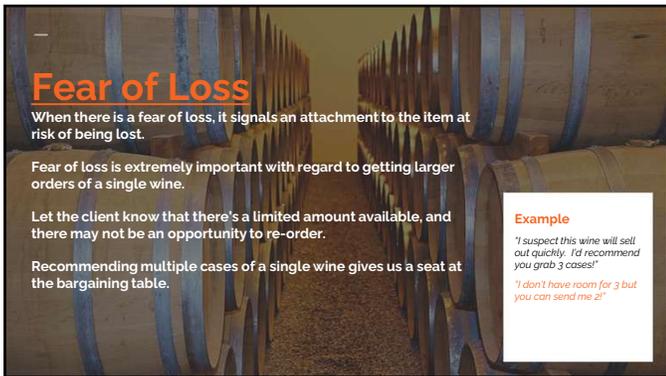
When there is a fear of loss, it signals an attachment to the item at risk of being lost.

Fear of loss is extremely important with regard to getting larger orders of a single wine.

Let the client know that there's a limited amount available, and there may not be an opportunity to re-order.

Recommending multiple cases of a single wine gives us a seat at the bargaining table.

**Example**  
*"I suspect this wine will sell out quickly. I'd recommend you grab 3 cases!"*  
*"I don't have room for 3 but you can send me 2!"*



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### 4. Quantity

Reassert confidence around your product, while incorporating fear of loss and perceived value when making a quantitative recommendation.

- **Quality, Ageability, Versatility**  
*Quickly reference highlights of the wine*
- **Testimonials**  
*Reference critic ratings (when possible) as well as personal experience.*
- **Support Your Recommendation**  
*Remind them of the many occasions in which they will use the wine. Parties, celebrations, gifts, etc.*

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### Don't be afraid to ask for the order!

- The client is expecting you to ask for an order.
- Quantity reflects confidence in the product.
- Asking for multiple cases supports your enthusiasm for the wine.
- A "no" means that there's something they aren't telling you. Find out more info. ("Is 2 cases too much, am I in your price range?, etc.)

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### Wrapping up the call.

After the sale, you can find additional opportunities through rapport building. The following strategies are tried and true.

- **Upselling:** Ask what else they are drinking, and how they're using wine.  
*"What types of whites do you enjoy during the hotter months?" Or, "With the holidays in front of us, I assume you're drinking some lighter reds and sparkling, in addition to your 'go to' big reds?"*  
*What does your company do for holiday gifting and/or client engagement?"*  
Or perhaps tell them about another wine in their profile, that brings a lot of value (a "workhorse wine", an ultra limited production, etc. (this opens the conversation)
- **Referrals:** Asking for referrals is the quickest path to increasing revenue and building your client file. Your clients are enjoying wine with friends, family, and colleagues. DONT BE AFRAID TO ASK FOR REFERRALS!!!  
*"Who are you drinking wine with, that I should be working with?" "Give me a good referral!"*
- **Set up the next call makes your job easier in two ways.** First, you're collecting data, and creating a reason to call. Second, you've already let them know that you're going to call them when you find the right wine, so there's no surprise. Thus eliminating a "cold call."

**Fun Fact**

Nearly one million more cases of wine were shipped in the first half of 2020 compared to 2019, which equates to \$222 million spent by consumers to have wine delivered directly to their doors.

Source: Search ShipCompliant/WineVines Analytics

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**What is a 6 point call?**

1. They had fun.
2. You had fun.
3. They bought wine.
4. You upsold.
5. They gave you a referral.
6. WS/ Collector Enrollment

**Tip**  
This should be the standard for which you curate your calls.  
When all of these things happen, we are at our best.

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**Objection Handling Scenarios and Strategies**

**Scenario 1**  
Client: "I have too much wine."  
Ambassador: "That's a great problem to have! How often do you open a bottle?"  
Client: "We open about 4 per week and 3 or 4 on the weekends."  
Ambassador: "Perfect! I'll set this to ship late next week, that way you'll have plenty of spaces for this case!"

**Scenario 2**  
Client: "You want me to buy a whole case? That sounds like a lot."  
Ambassador: "Do you typically buy wine by the case?"  
Client: "Never."  
Ambassador: "Fair enough, but let me ask you this...when you find a wine you love, do you go back to it again, and again?"  
Client: "Of course!"  
Ambassador: "So wouldn't it be nice to have something you love, on hand?"  
Client: "Now that you mention it, yes!"  
Ambassador: "Great, I'll grab you one case. You're going to love it! I can't wait to hear your tasting notes! Enjoy!"

**Tip**  
Be sure to let the client know about perks related to 12+ bottle orders, i.e. additional discounts, shipping offers, etc.

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Emotional Triggers are reflective places inside us that become activated by another's behavior or comments.

**By understanding these psychological triggers, we can craft more effective marketing messaging to increase sales.**

**Top 5 Triggers pertaining to wine purchases.**

- Exclusivity
- Perceived Value
- Convenience
- Expert Advice/ Opinion
- Necessity

**Tip**  
Incorporating these triggers into your presentation will increase the likelihood of an order.

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