



# BOISSET *Collection*

INDEPENDENT AMBASSADOR  
SPONSORING GUIDE



# YOUR GUIDE TO SPONSORING **NEW AMBASSADORS**

The conversation templates in this guide are designed to help you share the Boisset Ambassador Opportunity with both your personal contacts and your Boisset contacts.

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

- Make a list of people you'd like to share the Ambassador Opportunity with.
- Set aside a 30-minute block of time each week to contact at least 5 people from your contact list using the templates in this guide.





# FIRST... *Outreach*

## VOICEMAIL

**PERSONAL CONTACTS:** “Hi [Name], it’s [Your Name]! I’m calling because I’d like to run something by you and get your thoughts. Just give me a call back when you get this message at [Phone Number]. Looking forward to talking with you!”

**BOISSET CONTACTS:** “Hi [Name], it’s [Your Name] from Boisset Collection! We met at [location]. I’m calling because I’d like to run something by you that you may be very interested in. Please give me a call back at [Phone Number]. Looking forward to talking with you!”

## EMAIL OR SOCIAL MEDIA MESSAGE

(if you don’t have their phone #)

**PERSONAL CONTACTS:** Hi [Name], Hope all is well with you! I’m reaching out because I’m currently working in the Napa Valley Wine Industry and you came to mind recently as someone who may be a good fit for our growing team. I’d love to have a brief call with you to explain more and see if you have an interest in getting your foot in the door to the wine world – even if it’s just a couple of hours a week. Are you open to a quick call with me?

**BOISSET CONTACTS:** Hi [Name], Hope all is well with you! I’m reaching out because since we met at [location] I’ve been thinking about what a perfect fit you would be for sharing Boisset wines with people. I’d love to have a brief call with you to explain more and see if you have an interest in getting your foot in the door to the wine industry – even if it’s just a couple of hours a week. Are you open to a quick call with me?

### REPOSENSE IF YES:

Great, what’s the best number to reach you at? **(get their number and schedule a day/time for call using script above)**

### RESPONSE IF NO:

I completely understand and appreciate you getting back to me. If you know anyone else who may have interest, please let me know and I’d be happy to chat with them. Here’s a quick video that explains the role. **(send Ambassador Opportunity Video link – go to your personal website under the Join Tab, click on Become An Ambassador to find link).**



# FIRST... *Outreach*

## FIRST CALL CONVERSATION (PERSONAL CONTACTS)

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

I wanted to connect because I’m working with Boisset Collection and they own some of the most well-known wineries in Napa Valley and Sonoma County like, Raymond Vineyards, Buena Vista Winery and DeLoach Vineyards. I recently started with them as an Ambassador. I basically get paid for sharing their incredible wines with people while socializing. It’s a great opportunity because it’s completely flexible so I get to work as little or as much as I want and earn some extra income.

We’re looking for more talented people who have an interest in being part of the wine industry and I feel like you would be a natural fit because you **[add personal reason about why you think they’re a good fit - example: are so social, love wine, love to entertain, etc.]**.

There’s a video I want 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?”

### **RESPONSE IF YES:**

“Okay, great. I’ll text you the link and I’m interested to hear what you think. When’s a good time for me to call you back after you watch the video so we can talk about it?”

**(send the Ambassador Opportunity Video link - go to your personal website under the Join Tab and click on Become An Ambassador to find link)**

### **RESPONSE IF NO:**

“No problem. Just thought I’d see if you wanted to check it out. Do you know anyone who else who may be a good fit? What about someone who would be open to having a few friends over for a fun wine tasting at their home or office - would you be up for that?”

**(get contact information for referrals or book them to host a Tasting)**



# FIRST... *Outreach*

## FIRST CALL CONVERSATION (BOISSET CONTACTS)

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

I wanted to connect because since I met you at [location] I've been thinking about what a perfect fit you would be as an Ambassador with Boisset! I basically get paid for sharing their incredible wines with people while socializing. It's a great opportunity because it's completely flexible so I get to work as little or as much as I want and earn some extra income.

We're looking for more talented people who have an interest in being part of the wine industry and I feel like you would be a natural fit because you **[add personal reason about why you think they're a good fit - example: are so social, love wine, love to entertain, 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?”

### **RESPONSE IF YES**

“Okay, great. I'll text you the video link and I'm interested to hear what you think. When's a good time for me to call you back after you watch the video so we can talk about it?” **(send the Ambassador Opportunity Video link - go to your personal website under the Join Tab and click on Become An Ambassador to find link)**

### **RESPONSE IF NO**

“No problem. Just thought I'd see if you wanted to check it out. Do you know anyone who else who may be a good fit? What about someone who would be open to having a few friends over for a fun wine tasting at their home or office - would you be up for that?” **(get contact information for referrals or book them for a Tasting)**



# SECOND... *Outreach*

## VOICEMAIL

### (PERSONAL & BOISSET CONTACTS)

“Hi [Name], It’s [Your Name]!

I’m just following up because I want to see what you thought about the video I sent over about the Boisset Ambassador opportunity.

Just give me a call back when you get this message. I’m interested to hear your thoughts. Talk soon!”

## SECOND CALL CONVERSATION

### (PERSONAL & BOISSET CONTACTS)

“Hi [Name], How’s your day going? **(Chat for a minute)**

I’m interested to hear what you think after watching the video I sent you about the Ambassador opportunity at Boisset. Do you have any questions?

**(Answer all questions)**

Is the Ambassador opportunity something you could see yourself doing?”

**RESPONSE IF YES, I’M READY TO GET STARTED:**

“I’m so glad! Which business kit do you think would be best for you?”

**(if unsure, take them to website and review kits to help them decide - go through the sign-up process together)**

**IF THEY GIVE A CONCERN:**

**(Use Answers to Common Concerns in section below)**



## ANSWERS TO...

## *Common Concerns*

### **I can't afford to buy a business kit.**

"I completely understand. A lot of new Ambassadors just charge their kit on a credit card because you can earn the money back before the bill is due by doing your first couple of Tastings.

Also, keep in mind that you can start with the Go Green Kit, which is only \$42. Then, you can book your first tastings and order wine for yourself after you start making money from your sales. Would that work for you?"

**IF NO, NOT READY:**

"No problem. Why don't you take some time to think about it and we can re-connect to see where you're at. When would be a good time to talk again?"

**(Set a date to call them back and touch base)**

**IF YES, I'M READY TO GET STARTED:**

"I'm so glad! Let's get you signed up!"

**(Take them to website and go through the sign-up process together)**

### **I don't feel comfortable speaking in front of people.**

"What is it about talking with a group that makes you feel this way? Keep in mind that you get to start with your friends and family - so, people that you're very comfortable with. Also, some of our most successful tastings are done with small groups of 4 to 6 people. You can even start by doing two different tastings for friends and family to be sure the groups are small.

Our tastings are relaxed, fun social gatherings and you get to simply pour and share our wine with people. Once they taste it, the wine sells itself.

Would you feel more comfortable starting with two small tastings?"

**(If you can attend their first tasting)** "Also, I'd be happy to come and help at your first tasting if it would make you feel more comfortable."

**IF NO, NOT READY:** "No problem. Why don't you take some time to think about it and we can re-connect to see where you're at. When would be a good time to talk again?" **(Set a date to call them back and touch base)**

**IF YES, I'M READY TO GET STARTED:** "I'm so glad! Which business kit do you think would be best for you?" **(if unsure, take them to website and review kits to help them decide - go through the sign-up process together)**



## ANSWERS TO...

## *Common Concerns*

### I'm not a salesperson/Uncomfortable trying to "sell" at Tastings

"That's good because one of my favorite things about Boisset is that you don't have to be like a typical salesperson! Quality wine sells itself as soon as people taste it and you'll be really surprised at how enthusiastic people are to talk with you about wine. So, as an Ambassador, you get to be more of a consultant and educator.

Do you like the idea of helping people learn more about wine?"

**IF NO, NOT READY:**

"No problem. Why don't you take some time to think about it and we can re-connect to see where you're at. When would be a good time to talk again?"

**(Set a date to call them back and touch base)**

**IF YES, I'M READY TO GET STARTED:**

"I'm so glad! Which business kit do you think would be best for you?"

**(if unsure, take them to website and review kits to help them decide - go through the sign-up process together)**

### I'm too busy.

A lot of people feel that way because they think being an Ambassador will take up a lot of their time. What's so nice is that we have some Ambassadors who start around a full-time job and busy family life. It's easy for them to just share Boisset with the people they see in their everyday life. They just put in a couple of hours a week, earn some extra money, and get great discounts on wine.

Do you have time to start with just 2 to 3 hours a week?"

**IF NO, NOT READY:**

"No problem. Why don't you take some time to think about it and we can re-connect to see where you're at. When would be a good time to talk again?"

**(Set a date to call them back and touch base)**

**IF YES, I'M READY TO GET STARTED:**

"I'm so glad! Let's get you signed up!"

**(Take them to website and go through the sign-up process together)**



## ANSWERS TO...

## *Common Concerns*

**I don't know enough people/don't know if my friends would host.**

"I get it. A lot of people feel that way when they're thinking about joining. We have a great training program for new Ambassadors and one of the first things you'll learn is how to create a list of people to start with. You really only need about 5 people to get going but everyone comes up with a lot more when they go through our training.

Also, you'll be surprised at how open your friends are to host tastings. It's because great wine is something that everyone loves to share and it's fun!

Do you feel like you can come up with just 5 people?"  
**(help them brainstorm if needed)**

**IF NO, NOT READY:**

"No problem. Why don't you take some time to think about it and we can re-connect to see where you're at. When would be a good time to talk again?"

**(Set a date to call them back and touch base)**

**IF YES, I'M READY TO GET STARTED:**

"I'm so glad! Which business kit do you think would be best for you?"  
**(if unsure, take them to website and review kits to help them decide - go through the sign-up process together)**

**I need to think about it / talk to my spouse before deciding.**

"That's a good idea. Just know that I'll be here to answer any questions that come up while you determine whether you'd like to join Boisset or not. Please take the time you need to think about it and talk with your spouse. Then, we can re-connect to see where you're at. When would be a good time to talk again?"

**(Set a date to call them back and touch base)**



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