

Hawkes Bay DtC Wine Workshop 2020



Rationale

Direct to Customer sales offers your wine businesses its most profitable growth opportunity.

Are you getting your share?

After chairing the World's Best Vineyards to visit last year, consulting to some of the world's best operators and running DtC focused workshops across the globe, your presenter will be bringing a wealth of knowledge and practical experience as well as tips on all the latest technology to give you the edge.

This workshop is your chance to take your DtC skills, sales and profitability to another level.

The Program

This program has been created especially for North Island wineries. The focus is on building your skill set in order to grow the most profitable part of your wine business.

WBS Workshops are designed to present you with global best practice, along with the tools and technology you'll need to develop cut through strategy and plan for winning execution. We examine the most successful practices used at cellar door, in wine clubs and across all communication channels to help you maximise direct sales, and secure customer preference.

Your Presenter

WBS Principal and your Program Presenter, Peter McAtamney, has over 30 years wine industry experience. Over 1300 people have attended Peter's workshops during WBS' 17 years of operation. Peter spent 5 years teaching Sales Management Marketing and Strategy as part of the Uni. of Technology, Sydney MBA Program. His experience, insight and unique focus on wine business success make him an in demand speaker at wine events the world over.

Wine Business Solutions



Hawkes Bay DtC Wine Workshop 2020

A Two Day Intensive Workshop - The Crown Hotel, Napier

Wine Business Solutions



Day 1 - Thursday 12th of March 2020

8.45 - 9.00 Coffee and Introduction

9.00-10.30 **World Beating DtC Strategy**

- Understanding your Potential
- Understanding your Audience
- Creating Killer Strategy.

10.45-12.30 **Becoming Unforgettable**

- Optimising your 'Theatres'.
- Perfecting your Offer and Sales Delivery
- Developing Lasting Customer Relationships.

12.30 – 1.00 pm Lunch

1.00 – 3.00 **Leveraging Customer Loyalty**

- Creating and Building an Engaged Database
- Using Data to Drive Profits

3.15-5.00 **Improving Customer Engagement**

- Developing an Integrated Communication Strategy
- Optimising Social Media
- More effective Email Marketing
- How and where to use Phone Sales

Day 2 - Friday 13th of March 2020

9.00-10.30 **Leveraging Latest Technology**

- All the Latest Tools, Tips and Technology (to make your life easier / improve the customer experience)
- Using SEO, SEM and CRM to Maximise Sales

10.45-12.30 **Wine Club Global Best Practice**

- How Best to Create and Structure Clubs.
- How to Maximise Engagement and Retention

12.30 – 1.00 Lunch

1.00 - 3.00 **Developing Excellence**

- The Key to Direct Sales success
- How to more than double Direct Sales
- Extending DtC Beyond the Cellar Door

3.15 – 5.00 **Getting it done**

- How to Prioritise what Matters Most
- Resourcing Opportunity
- Managing and Measuring Performance.

**Please register at our web site or register using this form for the
Hawkes Bay DtC Wine Workshop - \$995 per person**

Name: _____ Visa / MasterCard Expiry Date ____//____
Card Number: _____
Title: _____ **Company:** _____
Cardholder's name:
Telephone: _____ Cardholder's Signature.....
Email: _____

Or I have EFTed \$995 to Wine Business Solutions Westpac swift WPACAU2S A/c no 032062 278725 (tick)

Email scan to peter@winebusinesssolutions.com.au Phone +612 9744 8332