

# Next Level DtC for Marlborough Wineries

## A Two Day Intensive Workshop - Chateau Marlborough



### Rationale

Direct to Consumer sales mastery is one of the biggest opportunities available to most wineries.

It's time to take your skills to the next level.

Tourism is once again flourishing. How do we now optimise the opportunity this presents?

How do we turn customers into a life long buyers and brand advocates?

How do we leverage latest technology to help us with that? That's the focus of this program.

### DtC Wine Sales Excellence

This program has been created especially for Marlborough 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.

WBS Principal and your Program Presenter, Peter McAtamney, has 30 years wine industry experience. Over 1700 people have attended Peter's workshops during WBS' 20 years of operation. He spent 5 years teaching 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 presenter and wine business advisor the world over.

Wine Business Solutions



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### Day 1 - Thursday 22nd of February 2024

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8.45 - 9.00 Coffee and Introduction

9.00-10.30 **World Beating DtC Strategy**

- Understanding your Potential
- Understanding your Audience
- Creating world beating Strategy.

10.45-12.15 **Becoming Unforgettable**

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

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12.15 – 1.00 pm Lunch

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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
- Next Level Email Marketing
- How and where to use Phone Sales

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### Day 2 - Friday 23rd of February 2024

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8.45 - 9.00 Coffee and Introduction

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, CRM and AI to Maximise Sales

10.45-12.15 **Wine Club Global Best Practice**

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

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12.15 – 1.00 Lunch

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1.00 - 3.00 **Developing Excellence**

- The Key to Direct Sales success
- Optimising your DtC Sales Processes
- How to more than double Direct Sales

3.15 – 5.00 **Getting it Done**

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

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**Please register at our web site [Marlborough DtC Wine Workshop](#) - \$995 per person**

**Or EFT \$995 per person to Wine Business Solutions Westpac, Burwood, NSW, Australia.**

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**For more information or to confirm EFT contact**

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