

Next Level DtC for Victorian Wineries

A Two Day Intensive Workshop - Asia Pacific Suites, 1 Queens Rd, Melbourne



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 Victorian 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 - Monday 1st of July 2024

8.45 - 9.00 Coffee and Introduction

9.00-10.30 **Building Customer Understanding**

- Who is your best potential customer?
- What excites them?
- How do you maximise customer lifetime value?

10.45-12.15 **World Beating Strategy**

- Understanding your potential
- Understanding your audience
- Creating world beating strategy.

12.15 – 1.00 pm Lunch

1.00 – 3.00 **Wine Club Global Best Practice**

- How best to create and structure Clubs.
- How to maximise engagement and retention.

3.15-5.00 **Extending Customer Engagement**

- Optimising your 'Sales Theatre'.
- Creative captivating customer experiences.
- Extending those to events.

Day 2 - Tuesday 2nd of July 2024

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 **Optimising Communication**

- Integrated Communication Strategy
- Choosing the right channels in 2024
- Maximising sales

12.15 – 1.00 Lunch

1.00 - 3.00 **Developing Excellence**

- The Key to Direct Sales success.
- Optimising your DtC resources and processes.
- Becoming World Class.

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** [Victoria DtC Wine Workshop](#) - \$995 per person

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

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