



DTC WINE WORKSHOPS

Coaching Program

DTC Wine Workshops
OVERVIEW

GROW Direct to Consumer Sales

WWW.DTCWINEWORKSHOPS.COM

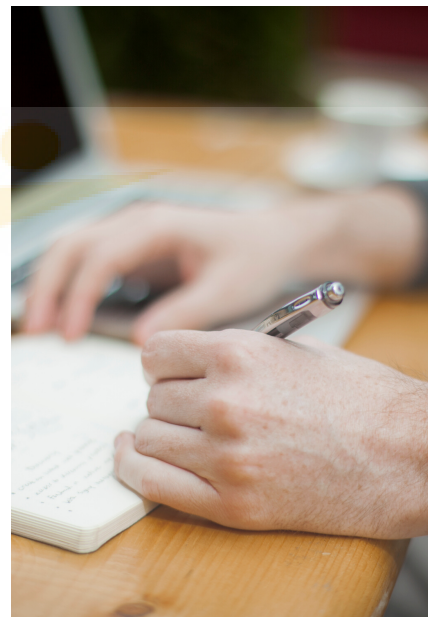
DTC Wine Sales Strategy, Consumer Engagement & Marketing Coaching Programs

Delivering ideal blends of tools, talent and technology in every six-part coaching program.

At DTC Wine Workshops, our focus is to Instruct, Empower and Equip winery teams with winning formulas. We are only successful when you are.

Our coaching program has been designed using proven methods, case studies and best practices. Our consultants work to ensure your team uses the ideal blends of tools, talent and technologies to achieve direct to consumer wine sales success.

Each of our Coaching Programs is developed with the client's need In mind. We tackle one Challenge or Opportunity at a time to see It through in a six-part coaching series and deliver results. Here is what we include:



1 SIX COACHING SESSIONS

Each session is 1.5-2 hours online or in-person and takes place weekly or bi-weekly over a six-week period. Assigned tasks are to be completed in between sessions and updates shared each meeting.

2 ACTION PLAN TEMPLATES & DEVELOPMENT

An Action Plan Template with instructions is handed off in advance of the first coaching session and will be used to track progress each week. Final results are included in recommendations report.

3 TRAINING, TOOLS & RECOMMENDATIONS

Hands-on training, best practices, case studies and proven methods are shared each session. Winery teams learn new skills and processes. The coach conducts coaching sessions, conducts research and prepares deliverables In between sessions.

COACHING TOPICS:

- DTC Strategic Plan Development
- Wine Brand Positioning & Profitability
- Digital Marketing Tools to Increase Visitation
- Google/SEO to Drive Sales
- Tasting Room Sales Training & Incentives
- Membership Program Updates and Development
- International DTC Wine Sales Development
- Winery E-Commerce
- Development of Consumer Engagement Strategies

READY TO GET STARTED?

Online Coaching Program

Is it easier and more effective for your team to meet online from anywhere? We provide the online coaching program to winery teams who have a variety of schedules and work out of various locations. You pick the meeting platform! Choose from Go-to-Meeting, Zoom, Skype or FaceTime if available.

The six coaching sessions will be scheduled weekly for bi-weekly or maximum benefit, to ensure tasks are completed on time and to drive forward momentum. Once sessions are scheduled, a Coaching Program Setup Checklist and Action Plan Templates are sent to prepare for the first session (at least one week in advance).

[BOOK YOUR FREE DISCOVERY CALL](#)

PACKAGE INCLUDES

12 hours of coaching services provided by a member of the DTC Consultant Network, Action Plans Template, Coaching Tools, Training, Resources & Recommendations Report.

YOUR INVESTMENT

\$3,500.00 USD

(Due at time of signing)

Onsite Coaching Program

Is it easier and more effective for your team to meet onsite for the coaching sessions? We provide the onsite coaching program to winery teams who prefer more a more hands-on approach.

The six coaching sessions will be scheduled bi-weekly for maximum benefit, to ensure tasks are completed on time and to drive forward momentum. Once sessions are scheduled, a Coaching Program Setup Checklist and Action Plan Templates are sent to prepare for the first session (at least one week in advance).

[BOOK YOUR FREE DISCOVERY CALL](#)

PACKAGE INCLUDES

12 hours of coaching services provided by a member of the DTC Consultant Network. Action Plans Template. Coaching Tools, Training, Resources & Recommendations Report.

YOUR INVESTMENT

\$5,000.00 USD

(Due at time of signing. For travel within 1.5 hours of client site. Additional T&E required beyond).

Client Testimonials

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"I had the privilege of attending Sandra Hess's workshop in Walla Walla and I found her checklist for consumer engagement incredibly helpful. Having a tangible guide on how to better my tasting room team and create meaningful connections with guests was truly next level. The list has already been very helpful and I can't wait to go through the rest of it!"

Andrea Johnson
Tasting Room Manager
Pepper Bridge Winery

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"Taylor Eason (DTC Consultant Network Member) over-delivered on creating a wine consumer insights profile for one of our wine brands. The detailed report will be crucial for our marketing programs in the upcoming year. In addition to their excellent end-product, Taylor is great to work with – professional, lots of communication and the work was delivered on time."

Emilie Eliason
VP of Marketing
Crimson Wine Group

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"I really enjoyed today's class as we are going to start using WineDirect/VIN65 and you gave us great tools on how to be more proactive on collecting our guest information and what is more important - leverage the information! Looking forward to our next class."

Susanna Marin
Tasting Room Manager
WENTE Vineyards

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"Thank you for coming to DAOU and sharing your knowledge with us. There were some great takeaways from our workshop sessions that I plan on implementing to increase our wine club retention and continue to evolve our membership as a whole."

Sara Johnson
Membership Manager
DAOU Vineyards & Winery

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"Sandra, the Staying Connected Workshop that you presented was very helpful and useful with simple tips and tricks to retain memberships. Thank you!"

Emily Smith
Director of Consumer Sales
Long Meadow Ranch

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"Our team worked with Sandra Hess of DTC Wine Workshops through a re-imaging phase of our company. Sandra was invaluable in looking at our data and giving us new tools. Sandra understands how wineries can best treat their customers and has great insights into the world of DTC sales."

Bruce Devlin
Winemaker
Ballentine Vineyards