

SWSI, LLC

We have the questions and we are excited to get the answers so that we can learn and develop!

The challenge is to get as many people as we can to participate.



Start with a really cool incentive. Make sure that everyone who will talk with customers and potential customers knows what it is.

Then tell customers & potential customers about the incentive as you **ASK** them to fill out the survey.

Use Facebook, E-mail, the website, and the salesroom to connect.

Personal asking gets the most effective response rates.

Asking: Options for connecting with your customers

	Personally	E-mail	Website	Facebook
1	Ask personally and use signage with the QR code and shortened web address for customers to use their phone to connect.	<p>1→ When I visit a winery, how important is being able to buy food for me? *</p> 	<p>1→ When I visit a winery, how important is being able to buy food for me? *</p> 	Use the link to the survey using: https://swsi.typeform.com/to/Xgols6
2	An Ipad at the bar locked to the survey. (and locked to the bar)	Answer the first question in the email with the e-mail code .	Answer the first question in the website with the website code .	
3	Signage in the winery (table talkers, restroom, other locations) with QR code and shortened web address for customers to use their phone to connect OR ask them to come to the bar to use the iPad or paper.	Provide a link to the survey (underlined word) that connects using the link: https://swsi.typeform.com/to/Xgols6	Create a link to the survey using: https://swsi.typeform.com/to/Xgols6	
4	Paper surveys available at the bar with pen if electronic means are not appropriate.			