


Implementation:

1. Commit to your business development investment.
2. We customize your program with colors, logo, objection and innovation questions.
3. Together we develop your incentive and implementation plan.
4. Go live! We support your implementation and communication.
5. Gather results (we suggest a specific email address for this).
6. Respond immediately to customer concerns, use new Email addresses, photos, and comments.
7. Analyze for strategic value and planning. Develop priorities and implementation plans with goals.
8. Communicate results internally for goal setting, reward, motivation, and benchmarking.

Value:

Value of marketing components per month:

| E-mail Address | Comments | Photos | Cost of not doing it: |
|-----------------------------|--------------------------|------------------------|---|
| \$45/address 5 new/month | \$25/comment 10/month | \$25/photo 10/month |  |
| \$225 | \$250 | \$250 | |
| \$725 | | | |

Program Price:

| 4 | 6 | 12 |
|----------------|----------------|----------------|
| 89/m | 109/m | 189/m |
| 1,068 annually | 1,308 annually | 2,268 annually |
| 267/survey | 248/survey | 189/survey |

Includes:
 Unlimited Responses
 Fully Hosted/Turn-key
 No Contract
 Monthly reports
 E-mail integration list
 Customization
 Support



Ask

Analyze

Act

Business
 Development
 for Wineries

Ask

360° Customer INSIGHTS Collection Programs 4,6, or 12:

| | Duration (months) | Monthly Delivery Schedule | | | | | | | | | | | |
|----------------------------|-------------------|---------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|
| 4 surveys per year | 3 | #1 | | | #2 | | | #3 | | | #4 | | |
| 6 surveys per year | 2 | #1 | | #2 | | #3 | | #4 | | #5 | | #6 | |
| 12 surveys per year | 1 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |

Average Time: **2:26**

Average Completion Rate: **8%**

Electronically:

E-mail
Social Media
Website

Using:

Mobile, Ipad, Kiosk, Paper

From:

Salesroom, Festivals and Events,
All communications including:
Website, Newsletter, Social Media, signage

360° Customer INSIGHTS Survey #1 (example):

| 1:12 | | #1 | Question | Measurement |
|----------------------------|---|---------------|--|--------------------------------------|
| Questions each Survey (8): | 1 | INSIGHT 1 | Product Wines that I prefer: | Multiple Choice with Other (Fill in) |
| | 2 | INSIGHT 2 | Motivation Elements of Value: (choices given) | Multiple Choice with Other (Fill in) |
| | 3 | Brand INSIGHT | Reach My location (Zip code): | Numerical Fill-in |
| | 4 | Objection | Custom or Standard Reasons that I don't drink this Winery's wines more often: Packaging different from a 750ml glass bottle that I would prefer: | Multiple Choice with Other (Fill in) |
| | 5 | Innovation | | Multiple Choice with Other (Fill in) |
| | 6 | Open Answer | 1 per Survey returned Please tell us something that you think we should know to improve our value for you. | Fill-in |
| | 7 | Email | | Please provide |
| | 8 | Photo | | Please provide |

Customer Survey questions collected in a systematic program to be individually actionable and collectively actionable.

Marketing material gathered: E-mail addresses, photos, and statements.

Objections: Find out the "why not" so you can address the underlying issues.

Innovations: Test your concepts and get crowd wisdom prior to investment.

Open Answer: Create a 2-way communication channel.

Analyze

Immediate Information:

- Receive an e-mail for each individual response as they arrive.
- Responses are added as they arrive in your real-time summary in cloud hosted Excel. Use new response information immediately.

Monthly Summary Information:

- Monthly summary reports offer trends analysis and benchmarking statistics.
- Excel Summary import file for e-mail address compatible with most e-mail marketing services.
- Summary Open answer & photo files for easy use.

Implementation:

- Respond immediately to Customer concerns.
- Prioritize & develop strategic plans.
- Motivate and validate.

Act

Response Expectations*:

| Source | # |
|------------------|---|
| Website | |
| E-mail | |
| Social Media | |
| Sub-total | |
| % response rate* | |
| Sub-total | |
| In-Person | |
| Total responses | |

*HOW you ask will influence your response rates.

Asking:
Personally:
Wherever you meet Customers or potential Customers