



Festival Tool Success Guide

What is it?

Your festival tool has the following (4) questions:

1. I have interest in:
 - A. Events & Festivals
 - B. New products and promotions
 - C. The wine club (if yes, asks for additional parameters)
 - D. Other
 2. Please tell us where you live (zipcode):
 3. Please tell us something that we can improve or a cool idea we could use:
 4. Email address:
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Getting Results

Before your guests will say “yes” to complete your survey, YOU NEED TO ASK THEM TO DO IT. Personal asking gets the best results. Creative motivating signage can also be effective.

To say “yes” they want to know:

1. That you want them to complete your survey.
2. Why they should do it. (What is your incentive.)
3. How to do it.
4. What to expect as the next step. (It will take them to your Facebook & it will send a thank you email.)

1. Asking your guests to complete your survey includes both personally asking them and signage that provides the QR code & internet address they need to do it. If you include information explaining your incentive in your signage, you may find that guests participate without you personally asking them to.
 2. How you ask influences your response rate. A research study has shown that using the phrase “would you be **willing** to” can increase completion rates by as much as 28%.
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Overcoming Objections

Your guests may have the following objections that your festival tool is specifically designed to overcome.

1. “I don’t want to take a long survey.”
 - A. Your survey is specifically designed to be a maximum of (5) questions + the email address. (3 questions if they do NOT have interest in a wine club.) It takes an average of 56 seconds to fill it out.
2. “I don’t want to be on another email list.”
 - B. Either don’t leave an email address at all (then they will NOT receive the incentive) OR simply unsubscribe from the first newsletter email that they receive.
3. “I am afraid that my personal data will be compromised.”
 - C. The email address will be transferred to a google spreadsheet that you have access to. It is possible that someone COULD gain access to this spreadsheet. However, all they would have is an email address. It connects to no other personal information.
 - D. We think that Google has the highest interest and expertise in security and are counting on them to protect our data.

Personal Asking Example

As you ask, incorporating information that overcomes objections will increase your completion rates.

Do you have your cell phone with you today?

Yes, I do

Would you be **willing** to help us out? (show her your sign) You can receive (name your incentive).

Maybe...What do I need to do?

Answer 3 quick questions for us and we send you an email (including the incentive.)

When you get a yes...include a "thank you" and show them how.

Point your camera here (on QR code) then touch the banner that pops up at the top...It starts from there

Ok, got it.

If you want to get (name your incentive) or get our newsletter, please ad you email address. If not, just skip that part. You can unsubscribe at any time. It's a secure service. No worries.

Ok, got it.

It ends on our Facebook page. We would appreciate it if you would join us!

Thank you again for your help and good luck! I hope you enjoy the incentive (or win)!

Your survey can also be a great way to engage people when you have too many people in front of you. It buys you a little time!

Please keep in mind that you want to have the knowledge of and participation by people who are truly interested in your products. It may be best to NOT include some people.

How can people start your survey?

Your guests access the survey with their own cell phones in (1) of (2) ways:

1. QR Code. Using the camera, focus on the QR code. It automatically creates a banner link at the top of the display. By touching this banner, your guest is connected to your survey.
2. Your guests type in the internet browser the website address of your survey:



www.swsi.info/XXX

Need Help? Please contact us!

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Kristofer (+49 0176 8747 3151) WhatsApp reaches me also!



Incentive Success Guide

WIIFM: What's in it for me.

For your guest to use their time to answer your survey (and to give you their email address) they must believe the value of your incentive exceeds the value of what they give you. (Or, they are just kind and helpful people who want you to succeed.)

Structuring the WIN-WIN

Please consider the following concepts:

- Value and cost are probably not the same. What your guests really **value** may not cost you very much. (i.e.: a photo with your smiling winemaker.)
- There is a difference for your cash flow between an incentive that costs you something (i.e.: a logo wine glass) and forgone revenue (i.e.: a discount upon purchase). Incentivising purchases should generate more overall revenue as long as it does not reduce normal purchases.
- Incentives that increase involvement with your brand, build relationships, create lasting bonds and marketing collateral are recommended. (i.e.: VIP upgrade invite to an event.)

You can offer incentives in the following formats:

- Everyone wins. Send it out with the original thank-you email.
- A chance to win. You determine the odds. Initial "thank you" email is sent and then winner sent out per email at a later date.

Example: Everyone wins

To incentivise future purchases over the coming year:

Thank you for your time and information. We appreciate it and you!

As our "thank you" and in hopes that we will get to see you often:

- Receive a 10% discount on your total purchase from the winery up to 3 times within the next year. (So make it a good one!)
 - Receive your punchcard upon your first visit and redemption of this coupon.
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Example: A chance to win

For every 50 entries received, (you have a 1:50 chance) a valued guest will win (2) VIP upgrade coupons to our season kick-off event. Purchase of regular event ticket + this VIP upgrade coupon gives you complete access to our VIP area with all of our VIP perks!

Good luck and we look forward to seeing you at our season opening event! To purchase your event ticket please follow this link to our website: (Link to website for event info and ticket purchase here).

Be creative!

Your guests enjoy interesting experiences! Consider what incentive will build your brand, create loyal brand ambassadors, generate fun social media content and generate current and future purchases.

If you need some help, please give us a call!

Kristofer (+49 0176 8747 3151) WhatsApp reaches me also!



Staff Motivation Success Guide

Concepts to consider:

Praise motivates. Coming from you, it is meaningful and appreciated. Coming from your guests and delivered in front of other team members by you, the motivating effect of this praise is multiplied.

By developing your own "SNAPS FOR"* program you incentivise your staff to focus on creating guest experiences worth saying something about. With your feedback system in place, you create the channel to collect compliments to use in your communications (as well as opportunities for improvement) from your guests.

How would your staff act if they never knew **which** guest would deliver that compliment or complaint? This "what if" thinking leads to an overall improvement in customer care.

Guest Feedback as the basis for motivation:

We have a number of choices for how we guests will use your survey tool as a customer service feedback channel:

- The open answer question in your survey may be used spontaneously by guests for this purpose. It is very important that feedback received in this way reaches the right team member and a guest response is delivered within an appropriate timeframe.

- A question specifically asking if team members performed a certain action from your sales training program (ie.: did your advisor learn and use your name?) can be added to your survey.
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Measurement:

Set service goals and train your team on your preferred methods of achievement. By adding a feedback question to your survey you can measure and reward your team.

Aspects you can reward:

- Engagement (overall number of survey responses received)
 - Email addresses collected
 - Facebook followers captured
 - Specific achievements as measured by your survey responses.
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Acknowledge & Reward

Use your feedback programs to support your team development programs. Just as you guests enjoy interesting experiences, so too do your staff members. Consider what incentives (besides acknowledgement) build brand engagement, increase knowledge, provide positive examples of superior guest service, provide marketing collateral and genuinely reward contributions.

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*In the movie Legally Blond, Reese Witherspoon plays an eternally positive law school student who acknowledges positive achievements with "snaps". I especially enjoyed when the team did well and her character delivered "snaps for everyone!"