



Focus on PRICING Success Guide

What is it?

Your Focus on PRICING Tool is a multi-dimensional wine business development tool for Direct to Consumer Sales.

It asks for and analyses information **from your customers** to be used for marketing purposes, to resolve current issues, build relationships and to create strategies for sustainability and growth.

It is an “Out of the box” solution.

It CAN be customised to meet your specific goals.

The intelligence gathered and the relationships fostered by this program increase revenue & profitability.

What does it do?

With your Focus on PRICING Tool you ask your customers:

- A. for answers to specific questions about wine value & pricing to guide your decision making.
- B. to tell you who they are (demographic information).
- C. where they are.
- D. for an open comment about wine prices.
- E. for their email address.

With your Focus on PRICING Tool you give your customers:

- A. a way to participate in the success of “their” winery.
- B. your incentive & the opportunity to engage with your brand.
- C. a moment to think about wine value.

How does it work?



Flow of information:

- Intelligence goals defined and documented
- Your Winery implements ASKING
- Immediate results returned to Your Winery
- Analysed results returned to Your Winery

Getting Results

Before your guests will say “yes” to helping you (completing your survey), YOU NEED TO ASK THEM TO DO IT. Personal asking gets the best results. Creative motivating signage can also be effective and is a necessary part of supporting asking.

To say “yes” your customers 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. (For example: It will take them to your Facebook & it will send a thank you email.)

Asking your guests to complete your survey can happen in many ways:

- A. Personally asking at any point of contact. (On-site and Off-site.)
- B. From a post in your social media: Facebook, etc.
- C. In an email specifically for your survey or as part of an email newsletter.
- D. From your website.

To participate, your customers need the internet and a phone, tablet, or computer to access the survey. They need the time to complete it and an internet connection to send it in. As an alternative, it is possible to print out a paper copy of your survey and to enter your results manually. If this is a method that will bring meaningful results for you, please talk with us about implementing this.

Signage that supports your asking should provide the QR code & /or the short internet address they need to do it. Also, by including

Be [Listening](#)

information explaining your incentive in your signage, you will find that guests participate at a higher rate and many will without you personally asking them to do it. The better your incentive and the better your marketing campaign, the better your results will be. How you ask influences your response rate. Research has shown that using the phrase “would you be **willing** to” can increase completion rates by as much as 28%.

Tip: When you are in a situation that there are more customers than “you”, your survey can be a great way to buy yourself a little time. For example: you could tell your guests (after you greet them with your “hello” and a warm smile) what your incentive is and suggest that they could use the few minutes before you can help them to get it (or have a chance to win it). Tell them how to use the camera on their phone with the QR code to get started and wish them a pleasant experience!

Overcoming Objections

Your guests may have the following objections that your Focus on PRICING 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 & open question. It takes an average of 2:26 seconds to fill it out.
2. “I don’t want to be on another email list.”
 - B. Either they don’t leave an email address at all (then they will NOT receive the incentive) OR simply unsubscribe from the first newsletter email.
3. “I am afraid that my personal data will be compromised.”
 - C. The email address will be transferred to a google spreadsheet that only you (and we) have access to. It

No.	Intelligence Goals

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 your data.

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 with their cell phone?

Your guests access the survey with their own cell phones with:

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.



OR

2. Your guests type in the internet browser the short website address of your survey: www.swsi.info/XXX (exact address for each survey to be found in your dashboard).

Source	Number	%	Goal
Salesroom			
Email List			
Facebook			
Events			
Website			
Other			
		Total	

Number: total customer contacts.
%: what percentage will participate.

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 5 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)!

Notes:

Your dashboard: www.swsi.info/

Your password: _____



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 (photos and quotes) and generate current and future purchases.

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



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.

Praise delivered in connection with specific actions or results is meaningful. For example: "I really liked how you greeted Guest A, learned his name and then used his name in conversation."

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 can create a customer service feedback channel:

- Any open answer question in any 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 addressing service quality can be added to any survey program.
 - 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.
 - Specific aspects of service quality can be understood with our Focus on SERVICE tool.
 - Our HOTLINE tool offers guests a clear and direct channel to resolve service issues.
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Be creative!

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.

*SNAPS FOR:

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

Snaps are delivered spontaneously, in appreciation for specific actions or results, publicly, and with enthusiasm! Consider the team building and motivating effects of encouraging peer use of snaps (accomplished by incentivising **giving** snaps).



Survey Posting Success Guide

Concepts

Your survey waits on a webpage for your customer to come to the webpage to start it. When it has been completed, the system sends your customer a “thank you” email from you and redirects to another web location of your choosing. It sends you a copy of the results via email.

To set up your survey, we need from you:

- A. Content of the “thank you” email. Including copy for your incentive.
- B. Web location for the redirect.
- C. Your email address to which to send the individual survey results.
- D. For social media posting: a cover photo

We need this information from you to include it in your survey prior to you engaging your customers.

Codes

Codes are used to link your customers to your surveys.

Depending upon how you are connecting to your customers, the code might be different.

Your codes are on your dashboard and are accessed by using the **“Links and codes”** button: www.swsi.info/yourwinery
password: yourwinery

Success Factors

Timing:

When you post is just as important as what you post.

We suggest integrating your survey posting schedule with your overall communications plan.

Incentive:

How interesting, valuable, unique, motivating, etc. your incentive is will heavily influence your rate of return.

Communications:

The copy and images that you include can heavily influence your response rates. Get your creative on and showcase your talents!

Enthusiasm:

Incentivising staff and others to personally ask for participation can heavily influence your response rates. (We can easily add staff incentive features for you...ask us!)

Repetition:

While we see our messages over and over...our customers do not. Reposting and asking again is still new to them.

Location:

Be where your customers are when they have time. Table talkers, restroom, standing in line...



Asking: Options for connecting with your customers

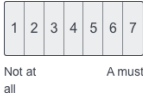
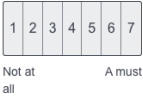
How can you best get as many people as is possible to interact with your program?

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

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.

	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.			



Your Results

How do you access your results?

We deliver your results to you in the following ways:

1. EVERY response is emailed to you as it is received. It contains the questions and corresponding answers. You receive it in "real time".
2. EVERY response email contains a link to your hosted summary excel spreadsheet and your hosted analytics report.
3. Your dashboard includes a link to your hosted summary excel spreadsheet.
4. Your dashboard includes a link to your analytics report.
5. You are emailed a link to your excel spreadsheet & your analytics report once a month.

How do you use your results?

1. Most urgently, as you receive individual results emails, if there is a reason to respond immediately (and a corresponding email address is provided) there is also the expectation on the part of your guest that you will respond. **Failure to respond damages your relationship and creates a worse situation than if you had never asked.** Someone from your team needs to read these individual responses and determine an action plan when appropriate.
2. Analyse your results for what is being said and by whom. The goal is to learn what your customers value and how you can best provide this value. We provide a base level of analytics. We also

provide the original information in an excel spreadsheet so that you can run your own analytics. Pivot tables in excel allow you to cross reference specific information.

3. Utilise your understanding of the power of segmentation and use your results to shape your products and offers.
4. Listen for what is NOT being said.
5. Distribute your results within your organisation for maximum learning and growth.

Measurement and Benchmarking

"We want to be better.." is at the same time positive and problematic.

Measurement is a tool that provides specific parameters of success. We have succeeded in becoming better when: measurement A reaches X level.

With SWSI, LLC you can measure and benchmark:

- Number of responses received
- Number of email addresses collected
- Price windows defined
- Number of comments/engagements
- Values for specific demographics: (overall and segmented) based upon responses received
- Sentiment for or in opposition to innovations

Your initial program establishes a baseline. By repeating your program, you can analyse for improvements or flags for negative changes.

Results can be segmented to measure teams, timeframes, or other actionable identifiers.

Warning

Getting feedback from your guests and potential guests can be addictive.

You may find yourself checking your email often and spending more time than you anticipated reading and analysing your results.

You may find that you spend more time in conversation with your guests and that your relationships become more personal.

We recommend:

- setting up a specific email address for your results. You can have an overall results email address (results@yourwinery.com) or we are happy to help you use a specific results email for each individual survey (results360may19@yourwinery.com). Multiple response email addresses is also possible so that multiple people receive results emails as they come in..
- scheduling specific times for analysis of your results. You will gain the maximum benefit from our tools when your entire organisation interacts with your results in appropriate ways.
- scheduling benchmark reminder dates that remind you to review trends and progress within specific strategic goals and then communicate these trends to your teams.
- creating events and opportunities to spend personal time with your guests in the form of “thank you” events and other relationship building activities so that you can build upon your gained knowledge.

Last Words

At our core, we all just want to feel good. People who feel good when they are with you stay with you (guests, staff, friends, community members, etc)...

It is our purpose to support you in creating relationships within which people feel good.

Our best,

Kristofer, Pauline, & Stephen

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