

Takeaways from Elizabeth Slater's Secret Shopping

Visiting some of the Idaho wineries gave us a great impression of Boise and Sunnyslope. Staff in the wineries are friendly, and welcoming. We will be happy to visit again.

We did not come across a bad wine at all. Of course, there were some we liked more than others but that is just personal taste. The individual visits to the wineries in both Boise and Sunnyslope were very similar despite the big differences in the locations and décor. The visit seemed to follow the same route:

- Walk up to the bar and asked if we had visited before
- Tasting explained
- Wines poured
- All tasting room staff were very knowledgeable on how the wine was made There was very little actual selling going on
- No dump buckets on tasting bar in quite a few wineries
- In most wineries no Wine Club information visible and no mailing list sign-up sheet

Suggestions

Have adequate staff

One staff person too many is much better than one less than you need. There are always things to do around a hospitality center to keep staff busy

Ask More Questions

We were asked no questions about ourselves other than where we came from (which even customers know really means... "Can we ship to you?") Asking questions of customers is important as it starts to build a relationship with them immediately.

- Ask them about their wine tastes
- What varietals are your favorites?
- What do you drink at home?
- Do you have a favorite wine?
- What was the first wine you fell in love with?
- Do you have friends over for wine and conversation evenings?

People feel good when tasting room staff show a personal interest in them. When the bar is busy much of this cannot always be done. Though even when you are busy try to ask a couple of questions and listen to the answers.

Get More People on Your Mailing List

We were not asked at any winery if we wanted to be added to their mailing list. Nor did we see a sign or place to sign up for the mailing list. It is possible that because of the number of people in some of the wineries that we could have missed a sign-up sheet. But adding ourselves to a mailing list was not something we are asked to do

How much time are the wineries spending telling customers how wine is made as opposed to helping people realize how wine enhances their lives.

- Your guests wine knowledge and interest levels before you give them technical information
- Give your guests enough information to let them know how enjoying the wine at home and joining the wine club will make their lives better.
- Give them snippets of information so they can impress their friends with their knowledge of wine

LAST WORDS

By focusing on the wants and needs of the people who visit your wineries, you can turn 1st time visitors into long-term customers and those customers will become converts for your brand These converts will then:

- Visit regularly
- Buy your wine
- Join your wine club
- Attend events
- Bring their friends with them when they visit
- Tell the world about your wine