**ACM Sales Introduction**MUST PITCH 70% of calls!

**Agent**: Hello is that **Dillon**?

**Customer**: Yes

**Agent**: it’s **Max** from the Wine Concierge Club, how are you?

**Customer**: Fine thanks, how are you?

**Agent**: Great. Thank you. It was just a quick call today as we have a **MASSIVE** sale at the moment, & I was just seeing how you are travelling for your wine?

**Customer**: Not Interested.

**Agent**: I completely understand that ( **MIRROR EXCUSE** ). Well in this case, I am happy to leave it for another day. It’s just a **massive** shame as we have a **huge sale** on (**varietal of wine**) and when you drink, that’s something you normally go for, isn’t it?

**Customer**: Yes, but not interested.

**Agent**: I completely understand that ( **MIRROR CUSTOMER EXCUSE** . Like I said, I am happy to leave it for another day but It’s just a **giant shame** as we had one wine that stands out from the bunch that’s worth hearing. The wine is -

**Shortened Pitch**

An **outstanding**  Shiraz from the Barossa Valley called  The Observatory.  It is a **99 Point-rated wine**,  which is **smooth and plush**; and sells at $**348 a case**. Today, I can sneak it down to a wholesale rate of $189 for a dozen, with **Free Delivery**. Would that interest you at all?

**Step 3,4,5**

Building a Sales Bridge, Weight & Close

[If Customer NOT ordered in **OVER** 150 days] **- OLD** Customer

**Agent**: I completely understand that (**Mirror Customer Excuse**). And, as I mentioned to you before, I am happy to leave it for another day.

But just quickly before you go, does it at least sound like a wine you might be interested in, if I call you back in a couple of months?

**Customer**: *Yes, but not interested at the moment!*

**Agent**: I completely understand that (**Mirror Customer Excuse**) and I am happy to leave it for another day.

But let me just say one last thing before you go, if it does sound like a wine you would normally go for, don’t miss this wine as we are talking about a multi-award winning, super premium wine at the third of the price of any bottle shop in the country.

**Dropping The Price**

I’ll tell you what, only because (**add customer excuse**) I will not only give you a 100% money-back guarantee on this wine, but also squeeze one in, and I will sharpen the pencil a bit and take my commission out of it and knock it down to $169. That way you’re paying around $14 a bottle for a wine that goes around $29 in a bottle shop all day every day. With the free delivery, are you sure you didn’t want to squeeze one in?

**If Customer say No - Go To Pause/Umm Buying Signal**

**If Customer say Yes - Go to CLOSING Pitch**

**CLOSING PITCH**

* Great. Just to confirm your address, I have got you at (**confirm address**). Is that you?
* Great! I’ll also chuck it on **express delivery** at **no extra cost** and it looks like we left it at the door last time for you. Would you want us to do the same if we go ahead with this or take it to the post office?
* Perfect! I’ll also send off an invoice confirming your order along with tracking details. I’ve got your email down as (**CONFIRM EMAIL**). So, would you like to put that in on Visa, Master or Amex?
* Okay, so whenever you are ready, I just need your long card number and expiry please.
* Excellent! Just the 3-number CVV on the back, please.
* So, I will get this processed and send off an invoice to your email (**CONFIRM EMAIL**). The wine will be with you in 3-7 business days, also just to let you know all our wines come with 100% money back guarantee so you’re always in safe hands when ordering. Thank you for ordering with Wine Concierge Club. Have a good day.

**Step 3,4,5**

Building a Sales Bridge, Weight & Close

[If Customer Placed order **WITHIN** the last 150 days] **- RECENT** Customer

**SCENARIO 1: IF THERE IS AN ORDER HISTORY WITH PRICES**

**Agent**: I completely understand ( **MIRROR CUSTOMER EXCUSE** ) *Provide solution: and* I am happy to leave it for another day. But just before you go, what did you think of the last wine you picked up from us, I see you got the \*\*\* *(Prompt the wines he ordered)* \*\*\*. Did you have a favourite?

Customer: Quote’s wine they liked or disliked:

**Customer Likes The Wine**

**Agent**: Excellent. I am glad that you liked the wine.

*\*\*\* (If customer ordered within 14 to 50 days, Then Go to Courtesy Call Pitch)*

**Agent**: Well the other reason I was calling, this wine has been so popular; and like all good wines, they don’t last long, and we are down to **(*cases left*),** and I thought at the amazing price you paid (***quote price***), you might want to sneak in a couple more?

*\*\* (If there is room to drop the price on the wine which is courtesy called) \*\**

**Agent**: I completely understand ( **MIRROR EXCUSE** ) and I am happy to leave it for another day

Considering we have (***cases left***) and we are unsure when we are getting the wine back into stock, I am happy to do it cheaper than ever before and knock it down to ***(drop price).*** Are you sure you didn’t want to squeeze it in at that special price?

\*\* (Once customer has said no to courtesy call or dropping courtesy call price)

**Agent**: I completely understand that ( **MIRROR EXCUSE** ) and I am happy to leave it for another day

But if I am heading back to the first wine, I mentioned the (***Quote name of wine***) and comparing it to the last wines, this is not only 2-3 times the quality, but I can also do it cheaper than any major bottle shop in the country. In fact, I am so confident you would love the wine, I am happy to not only give you a **100% money back guarantee**, but I will also sharpen the pencil a bit and take my commission out of it and knock it down to **$169.** That way you’re paying around **$14** a bottle for a wine that goes around **$29** in a bottle shop all day every day. With the free delivery, are you sure you didn’t want to squeeze one in?

**Buying Signals**

**Scenario 1**  
**Pause / Umm Moment**: *This is when the customer pauses and considers offer*

**Agent**: (**Customer Name**), I will also just mention, not only this wine is coming out of a 5-star Halliday-rated vineyard, but this is also a reserved selection, meaning only the very best grape got hand-selected to produce this wine. (Customer Name), I don’t want to see you miss this. I'll tell you what,

* If you are interested, I have got you at (**confirm address**). Is that you?

***[REST FROM CLOSING PTCH]***

**Scenario 2**  
***I am interested/sounds good – but I can’t do it*:** *This is when a customer says sounds good or I’m interested – but continues with “I just can’t do it at the moment”. You need to ensure you are* ***super quick in picking up on this buying signal***

**Agent**: I completely understand that \*\*\* (**MIRROR CUSTOMER EXCUSE**) \*\*\*

As I mentioned to you before I am happy to leave it for another day.

(Customer Name), (Mirror Customers Positivity; for example: I know you are interested, so)

don’t miss this wine. We are talking about a multi-award winning super premium wine which is a third of any major bottle shop in the country.

(Customer Name) I don’t want to see you miss this one. I tell you what -

* If you are interested, I have got you at (**confirm address**). Is that you?

***[REST FROM CLOSING PTCH]***

**Scenario 3  
*Engages with a question****: Any time a customer asks a question about your product they want to buy. The three main ones are cost, vintage, region*

**COST**

**Agent**: (Customer Name), This is (**quote case price**) which works out to be about (**quote bottle price**) a bottle, equating to literally over 60% cheaper than any major bottle shop in the country, along with the free delivery and 100% guarantee.  (Customer), I don’t want to see you miss this one. I tell you what -

* If you are interested, I have got you at (**confirm address**). Is that you?

***[REST FROM CLOSING PTCH]***

**VINTAGE**

**Agent**: This is (**quote vintage**) which is one of the best vintages that have been produced in the region over the last 10 years, picking up a 9 out of 10 vintage rating.  (Customer Name), I don’t want to see you miss this one. I tell you what

* If you are interested, I have got you at (confirm address). Is that you?

***[REST FROM CLOSING PTCH]***

**WINERY / SOURCED FROM**

**Agent**: That is a great question! Unfortunately, this is something that I cannot disclose as the Winery sell the same wine under a household brand for over 3 times as much. What I will tell you is it is one of the most famous and iconic Wineries in the region and of course comes with 100% money back guarantee meaning try 2 bottles completely free and if you don’t like it I will send a courier to the door pick it up and give you a full refund. I do not want to see you miss this one I tell you what

* If you are interested, I have got you at (confirm address). Is that you?

**WINERY/SOURCED FROM – 2ND OBJECTION**:

**Agent**: That is completely fine if you’re not comfortable in buying, but please remember all wine comes from a Winery and this wine has been produced by Phillip Casella who is a Jimmy Watson medallist meaning the best Wine Maker in Australia. As mentioned, the worst-case scenario is you walk away with 2 free bottles of wine at no risk at all. Are you sure you don’t want to squeeze one in?

***[REST FROM CLOSING PTCH]***

**WHO RATED IT?**

**Agent**: That is a great question, we have an in-house rating system that value the wines on three main factors: Taste, Quality, and value for money. We rate wines in their specific price categories meaning we are not rating an $8 bottle of wine against an $800 bottle of wine meaning we are giving a fair guide on a comparable wine. All our ratings fall under the 100% money back guarantee so if you don’t agree once you have tried the wine, we will send a courier to the door pick it up and give you a full refund. I do not want to see you miss this being as good as it is

* If you are interested, I have got you at (confirm address). Is that you?

**Disclaimer**:

1. *Point rating system  
   All our wines a rated by our inhouse winemaking team who score the wines based on price, value & taste. If a customer asks about our rating system advise them about our in-house method to rate wines.*
2. *RRPs  
   All RRP's have been calculated based on current market rates for similar quality wine sold by our competitors.*
3. *Awards medals  
   Whilst many of our wines have won awards across many competitions, we have our own in-house medal system in place. These medals are given out based on taste, value and competitor analysis. If a customer asks about our medals advise them about our in-house method.*

**Once you have confirmed customer’s card details**

GO HARD ON THE **UPSELL!!**

**Agent:** So, (customer name), At that special price, can we pop you down for a few cases more?

**Customer**: *Umm or pauses and thinks (****Interested****)*

**Agent**: I completely understand and happy to do just the one. But (Customer name), This is Super Premium top of the line wine and you have the 100% money back guarantee, are you sure you don’t want to grab 4 more cases at that special price?

**Customer**: *Umm or pauses and thinks (****You got them****) –* ***considering it.***

**Agent**: (Customers Name,) if you can’t take 4, grab at least get 2… I tell you what, if you grab 2, I will drop them down to **(drop to minimum price)** a case and I’ll put on express delivery. Shall we squeeze in the 2 cases?

\*\* *If they agree to more cases, give them thanks for ordering with wine club.* ***Do not need to go through the closing steps again*** *as you already have their card details* \*\*

*\*\* If customer keep rejecting for more cases, close it with the below line\*\**

**Agent**: I completely understand, (Customer Name). I am happy to do just one case for you. Thank you for ordering with Wine Concierge Club. Hope you will enjoy your wine. Have a great day, mate.

**CROSS SELLING**

**Customer is interested in the cross sell and thinks about it**

**(Assumptive Cross Sell – when you can see customer drinks multiple varietals)**:

**Agent**: (Customers Name) just quickly before you go, I know you drink (***Name of Varietal***). And I have got something that is worth hearing: **GO STRAIGHT INTO SHORTENED PITCH!**

**(Customer only ordered one type of varietal before on an order):**

**Agent**: (Customers Name) just quickly before you go, is there anything else you do drink whilst we have the **huge sale** on at the moment?

**Customer**: Ummm or pauses and thinks **(Interested)**

**Agent**: (Prompt them) A sparkling, Sauv Blanc, Shiraz, anything?

**Customer**: Yes, I drink (Name of Varietal).

**Agent**: Awesome, I have an incredible: **GO STRAIGHT INTO SHORTENED PITCH!**

**How To Handle NOT DRINKING Objection**

**Option 1 - Not drinking atm but have ordered recently (within 150 days)**

**Agent:** I understand you're not drinking atm but when you DO drink when friends and family come around, you tend to enjoy a shiraz don't you ?

**Customer:** Yes but not drinking atm

**Agent:** I understand that you're not drinking atm and I am not here to ask you to drink but the only reason I was calling was cause I had an offer worth hearing about for when you do have friends and family come around .... **SHORTENED PITCH**

**Option 2 - Not drinking and not ordered in order 150 days**

**Agent:** It's [Your Name] from the wine concierge club. How are you ?

**Customer:** Good but not buying, I am not drinking so I am not buying

**Agent:** I understand you're not buying atm and I was gonna call back closer to xmas but I had an offer worth hearing about for when you do have freinds and family come around close to xmas ... **SHORTENED PITCH**

( Either pitch them varietal of wine they have ordered in the past or a mix case - this way they have a variety of many wines depending on what their guests like to drink )

1. Customers cannot see you. They only can hear you. Tonality is important
2. Mirror the customer excuse as the way it is. And then provide a solution accordingly
3. **Nobody** wants to buy wine over the phone, it’s up to **us** to sell it to them
4. The hardest part of the call is the introduction. Always mirror the customer, handle their objection and get the initial pitch

**Delayed Pitch**

* 1. Introduction
  2. Getting to the pitch
  3. Step 3 is building a sales pitch
  4. Adding step 4
  5. Closing and building the sale pitch
  6. Delayed this patch (this is the final )

*Don’t say fantastic throughout the call*

**Pitch**

* Only use the Long pitch when you are dealing with nice customer who has no objection
* Use the short pitch when you are dealing with the customer who wants to get out from the phone
* Product pitch selling points (three main reasons why customer should buy from us)
  + Point Rating – Number of point given to a specific wine
  + Testing Notes -
  + Retail price – what’s the price is been sold outside
  + These 3 points should be emphasized to the customer. We emphasize that by increasing our voice higher.