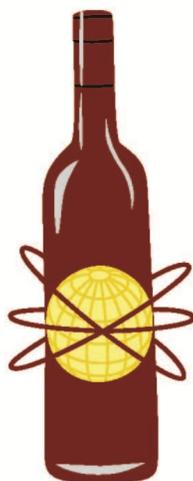




Imagine, being able to increase your direct to consumer sales by 25%. When you pick up the phone and start calling your customers, you can. At TeleWine Group, we help wineries to set up their very own call centers so they can start calling their customers in-house. We have over 30 years experience doing telemarketing for the wine industry and know how to get results.

TeleWine  
—GROUP—



*Empowering  
Wineries to  
Master  
Telemarketing*

**Get Started:  
Contact us to kick your DTC  
sales into high gear!**

**Contact Us**  
(415) 799-WINE  
info@TeleWineGroup.com  
San Francisco | Scottsdale

**A Call | A Story | An Experience**

## Best Practices

Establishing best practices for your call center is critical in achieving the best results. Set the standard so that reps know what to expect and be sure you are following telemarketing laws.

## CRM

It is important to choose a CRM that is easy for rep's to use and easily integrates into your current systems. Using a cloud based CRM allows for ease of access and ensures that all of your data is in the same place.



### Phase 1: Discovery

Our first step is to meet your team and assess your current structure. From there, we determine what you are doing well and where you could improve.

- **Selling Format**
- **Organization**
- **Technology**

### Phase 2: Project Planning

Based on the discovery phase, we will put together a road map; giving your business the knowledge and framework needed to get your telesales campaign off the ground.

- **Hiring Your Team**
- **Establish Calling Structure**
- **Implementing Technology**

### Phase 3: Implementation & Training

After we have mapped out your call center. We will implement essential technology and train your staff to get your story across and sell. We will build a customized manual for your call center, establish best practices and assist in sales skills coaching.

We also provide continued consulting so that you never need to worry. You will feel prepared to get out there and start selling!

**Make an investment in your DTC sales. Start calling your customers today!**