

PASSPORT TO TASTE

Maximizing Passport's Potential

- **Make a First and Last Impression**

Greet and welcome all customers, thank them for participating in the Passport program, and give them a reason to return.

- **Scan and Validate**

When you welcome a Passport holder into your tasting room, please take a moment to scan the barcode located inside the front cover of their book. Each scanned Passport is valid for one standard tasting. It is highly recommended – and a key factor in your success with the program – that all tasting rooms provide the full standard tasting experience. Customers notice if the people next to them received four tastings and they only received three.

- **Think Long Term**

In addition to driving visitors to your door, a valuable benefit of Passport is the name and email information collected through CellarPass that allows you to stay in contact with these potential customers long after their visit.

- **Connect with Customers**

Use your passion and knowledge to share your brand's story and differentiate your product.

- **Ask for the Sale**

Every customer who's "just tasting" is also a potential sale. Observe the experience they have with your products and offer them a natural connection to it: "You seemed to really enjoy that Syrah. Can I set one aside for you?"

- **Practice Patience**

Most Passport users are new to the program, so be understanding if they need clarification about the rules.

HANDY PASSPORT TOOLS

Visit PTT Member Website

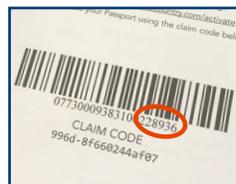
- ✓ New Member Set-Up
- ✓ Passport Check-In Process
- ✓ Passport Tracking Sheet
- ✓ Customer Activation Card
- ✓ Passport CellarPass Tutorial & FAQs

Passport Pointers

As Passport to Taste brings more visitors through your tasting room door, there are a few things you can do to make the most of every opportunity it presents:

- **When a Passport Holder Has Not Activated**

Your highest priority should always be to give visitors a great experience, so pour their tasting, then hand them an activation card and remind them how easy it is to activate with their phone or from your tablet. You can also offer to jot down the last 6 digits of their passport number and log their visit into CellarPass later.



- **A Large Group (Without a Reservation) That You Can't Accommodate**

Courteously and tactfully turn them away without turning them off, which includes graciously offering to schedule them for a visit at another time.

- **When a Passport Customer Doesn't Buy**

Use CellarPass to send Passport visitors a customized follow-up offer and call-to-action. Remember, the purpose of Passport isn't just to attract more visitors to your tasting room: it's also to collect key information about them, stay in touch, and convert them into dedicated customers.

