

# Cellar door checklist: How to make your cellar door the one that they remember

## What?

### Make a good first impression

## How?

### Welcome your visitors

Acknowledge visitors and make a connection with them. This means making eye contact within 30 seconds of arrival and greeting people as soon as possible. Introduce yourself and make sure that you share your attention evenly between all tasters.

## What?

### Make a good second impression

## How?

### Be friendly but professional

Wine tasting is an informal activity - and being friendly is always appreciated. But it is easy to become too familiar, too early. Treat people with courtesy and respect and be a little more formal – until you know how informal you can get.

### Don't judge on appearance

What people wear and how they present themselves doesn't say anything about how much they like wine, understand wine, and are likely to buy wine on that day.

### Find out why they're there

Everyone who walks through the cellar door is there for a reason. Ask simple questions to learn about your visitors and fulfil their expectations. Have they visited you or the region before? How long are they staying and what else are they doing? Do they normally drink wine? What styles do they like? Do they want to try something a little different?

### Provide different options for different tastes

Not everyone in a group wants to taste wine. Offer non-alcoholic options (not just water), food and other regional produce to keep everyone happy. Be able and willing to cater for children. Parents will be very grateful if you can direct their young ones to a specific play area.

## What?

### Provide information – and sell yourself

## How?

### Know your product

Not everyone can answer every question, but they should know the basics – the varietal and some general tasting terms, how best to enjoy your wine, how to buy it today and where to buy it in the future. Make sure product and price lists are up to date, with clear freight options and delivery prices.

### Know your region

A cellar door experience can be memorable not just for the wine – know the region and share it with your guests. Have regional maps and brochures; make sure that you know the great places to eat or the unmissable places to visit in the area. This includes other wineries. Be generous with your praise – what do your neighbours do well?

## What?

### Do things even better

## How?

### Get feedback

The easiest way to get feedback is to ask for it, either directly via a simple Visitor Satisfaction Form or indirectly via a Visitors' Book or iPad. Have a place where people can sit and write. If they give valuable ideas and leave contact details, consider responding and, letting them know how their idea was implemented. This can also be an invitation to return and try out the new, improved service.