

# BOB BROWN | *Wine Keys to Sales Success*

Selling wine is the key to diner success: it promotes sharing, celebration and romance. It turns eaters into diners and diners into sophisticated diners and sophisticated diners into “jackpot” tables. It enhances the both the food and the mood.

Yet, wine is confusing both server and guest. Wine Keys to Sales Success defines the benefits to both guest and server, demystifies wine and provides clear and easy to execute, results based strategies for sales success!

You will learn:

- **Benefits of Selling Wine:** The What’s in it for the Guest, the Seller and the Restaurant.
- **Wine Demystification:** Getting out of the Wine Wilderness.
- **The Five Key Elements:** The blueprint for Wine sales dialogue.
- **The Ten Strategies for Selling Bottled Wine:** Steps to Success.