



Joe Walker Marketing Services

75 Bog Rd, Hillsboro, NH 03244



Training Schedule with description of each week's topics

Prior to beginning the training sessions

- **One-on-one meeting by Zoom**- prior to beginning the group training sessions I will schedule a 30-40-minute one-on-one discovery meeting where I can get to know you and where you are in your Scout & Cellar career, and you can get to know me and a bit of my background

Week 1

- **Module 1- (40 minutes)- The 4 P's/Marketing 101 (Product/Pricing/Place/Promotion)**- Week 1 will be a basic understanding of marketing and why it is important as a wine consultant/business owner to understand how all this needs to be in alignment and work together to grow your business.
- **Module 2- (20 minutes)- SWOT analysis**- Understanding your competitors and the environment you are doing business in. Crucial for you to understand your competitors' business model and products to effectively persuade potential clients why your product is better.
- **Module 3- (20 minutes)- Elevator pitch**- How to do it? Why it is important? Unique Value Proposition over your competitors, tell "your" story.

Week 2

- **Elevator pitch**- Each of you will give the group your elevator pitch that you developed from the week before as homework. We will give you feedback on your elevator pitch and direction to improve it.
- **Module 4- (20 minutes)- Networking**- How? Why? Where? How to make the best use of your time to maximize your sales.
- **Module 5- (20 minutes)- Fear of success**- it is okay to have some of it. Public speaking, networking groups, pushing out of comfort zone, how to use fear as a positive.
- **Module 7- (20 minutes)- How to close/ask for the sale**- Do not be afraid of rejection. Why being told no is okay too. Follow up, email, phone, however best works for you...and the potential client.

Week 3

- **Elevator pitch revisited**- Opportunity for everyone to practice their updated elevator pitch after the feedback from week 2.
- **Networking follow-up**- Each of you will update us on who/where you did outreach over the past week to join networking groups to grow your business and your brand.
- **Module 8- (30 minutes)- Growing your team**- How to sponsor new Scout & Cellar consultants to work with you.
- **Module 9- (15 minutes)- Marketing materials and how to utilize**- Print collateral and other materials available to help you succeed (QR codes, rack cards, mailers, social media, newsletters, etc.).
- **Module 10- (40 minutes)- Business plan**- Even if you are not doing this full-time why it is important to have at least some of the basic components of the business plan figured out for yourself (SMART goals, SWOT analysis, revenues/sales projections).