



Holiday Gifting

POWER HOUR



In-Person Outreach

- Tasting Events
 - Bring Wood Box and other Gift Packaging to have on display
 - Have an Etched Shimmer on display
 - “Imagine your logo where the ONEHOPE logo is!”
 - Have Vintner Brut on hand for them to try
 - Business Card Raffle for a Gift Set that does not include a mini
 - Great way to capture contacts!
- Business Meeting
 - Bring wine for them to try either during or after the meeting
 - Order an Etched Wood Box with their logo (if time permitting)
 - Request Mockups/Proposal from Gifting (apprx. 2-5 business days)

Leveraging LinkedIn!

- Repost ONEHOPE's posts
 - When someone engages with your post, interact with them! Tag them in a comment and see if you can help.
- Interact with your Network's posts for more exposure
- Look through your Connections for possible leads
 - Ex. Are you connected to a Marketing Manager? Realtor? Non-Profit?
- Add Contacts from Tastings on LinkedIn





Email & Social Media Outreach

- [Email and Social Media DM Templates](#)
 - General Holiday Gifting Outreach (Email)
 - Follow up after an In-Person Event (Email)
 - Realtor Shimmer Outreach (Social Media)
 - General Holiday Outreach (Social Media)
- Add a link to the catalog in your email signature!
 - This is a best practice year around. You never know who you might email who might need wine or gifts!
- Multiple Follow-ups
 - Most company's do not make a decision until after the 5th email!
 - Gifting checking in and you haven't heard from the customer? Copy and paste the last email from Gifting! Normally our follow ups to you also work for the customer.
- Last Follow-up - remind them of the give back!

Discovery Questions

Once a customer is interested in Gifting, ask them the following questions to capture their needs prior to introducing them to the Gifting Team.

Do you typically send gifts during holidays or throughout the year?

Do you have an idea of how many gifts you typically send?

Are there any gifts on our website that stood out to you?

How important is adding your logo to a gift?

How soon do you need your gifts to ship?

Do you have a budget per gift or overall budget in mind?



LFG *it's* OND!

Time to POWER HOUR!

