

Sales and Marketing Audit for Wineries

How do you ensure your marketing is smart, cost effective and creates the sales growth you're seeking?

Many wineries have too little time and insufficient experience to ensure their marketing has the desired impact on trading results.

The outcome: costs are high and results weak.

In order to **lift your performance** and then **improve results rapidly**, you need to understand your current position: internal strengths and weaknesses, market opportunities, obstacles and shortcuts. A sales and marketing audit will ensure that your marketing planning and sales activities will be sharply focused on the results you need.

With over 30 years of wine marketing experience, Winepartners knows the industry, the markets, the trade and the consumers. We understand the common pitfalls wineries undergo in their marketing activities and we can guide your efforts promptly and cost-effectively.

Our sales and marketing audit is an essential first step for getting ahead in a tough market.

How Does a Sales and Marketing Audit Help Me?

This comprehensive review of your marketing and sales activities, resources and brand position will show you how to **energise your wine business** and put it on track to achieving your objectives.

With this audit complete, you'll be in a position to **lift your marketing and sales game dramatically** and see the payback through improved results.



What's in the Audit?

A straight forward set of recommendations for improving
your wine business' performance

A constructive assessment of:

Brand strategies

What are your 'big picture' plans and tactics to be used to create long-term brand equity and competitive advantages?

Marketing plans

What are your target markets, route to market models and sales and marketing objectives and strategies

Marketing and sales resources

What resources, human and other are available and used?

Marketing activity and expenditure

Effectiveness of activity that is being and has been implemented in the past

Product offer

Product range, varieties, grades

Product and brand presentation

Labels, website, tasting notes, sales brochures, etc

Marketing communications

Website, email, social media platforms

Your wine business' **strengths, weaknesses, opportunities and threats** (SWOT).

- The things you do well and the resources you can use
- The areas for improvement and the gaps to fill
- Opportunities in your business and in the market
- Challenges you'll need to address

Identification of **key issues** you'll need to consider.

- What's holding you back?
- Steps to take - simple and challenging

Presentation of a prioritised **action plan**

Ways to lift your marketing & sales game – fast!

Cost and Time Frame

Fee: \$1,495.00 + GST

Time Frame: Audit completed within two weeks of go ahead.

Contact us for a no obligation conversation about your needs.

To find out more about the Sales and Marketing Audit for Wineries and other Winepartners services contact either:

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