

The art of selling in wine tourism

scritto da Lavinia Furlani | 4 Aprile 2024



In the competitive arena of wine tourism, the role of the Hospitality Manager has changed: no longer just a guardian of hospitality, but a gladiator in the sales arena.

Traditionally seen as the welcoming face of wineries, the one who opens doors to wine enthusiasts, passionately showcasing the company's products and the richness of the territory, today this role is evolving, embracing a further strategic dimension: that of selling.

This evolution is not random but responds to a very specific strategy: to maximize sales by exploiting every single moment of contact with the customer.

The warm welcome and accurate information remain fundamental pillars; however, the modern Hospitality Manager is

transforming into a true sales strategist. This change reflects a deeper understanding of the potential of wine tourism not only as a vehicle for experiences but also as a top-tier commercial lever. Today's Hospitality Manager does not just smile and explain; they guide, persuade, conquer. Every visit becomes a not-to-be-missed opportunity to sell wine, experiences, and territory.

You may also like: [Wine Tourism: 7 key tips to develop a wine tourism activity](#)

Selling as a Mission

The goal is no longer just to make hospitality a pleasant and educational moment for visitors but to transform every tour, tasting, and story into a sales opportunity. It's about selling wine, of course, but also memorable experiences and the unspoken charm of the territory. In this context, the Hospitality Manager becomes a bridge between the company and the customer, a reference point that guides the enotourist not only to discover the product but also to purchase and long-term loyalty to the brand.

Sales Skills: A Must for the Hospitality Manager

To excel in this expanded role, the Hospitality Manager must sharpen their sales skills. This implies not only a deep knowledge of the products and the company's history but also mastery of persuasive sales techniques, effective storytelling techniques, and customer loyalty strategies. The ability to listen and understand the desires of visitors, personalizing the experience and offering targeted advice, proves fundamental. They must know how to read visitors, how to strike at the heart of their desires, and how to turn doubts into purchase decisions.

Convincing to Build Loyalty

The sale does not end with a purchase; it begins there. The ability to persuade the enotourist to make a purchase is closely intertwined with the ability to build a relationship of trust and loyalty. A customer who has a positive experience, who feels understood and valued, is more likely to become a loyal customer, a brand ambassador willing to return and share their positive experience with others.

Be Warriors, Not Custodians

Returning to our Wine Village, the message is clear: in today's wine tourism, the Hospitality Manager is the beating heart of the company's sales strategies, a warrior who is not satisfied with just welcoming. They are a seller, a storyteller, a strategist who plays a key role in transforming hospitality into an effective business strategy. Their task is to bridge the gap between the enotourist's desire for discovery and the commercial opportunities for the company, leveraging skills that go far beyond mere hospitality, to fully embrace the art of selling.