

# The secret trick to selling more wine during wine tours

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The success of wine sales during a **wine tour experience** doesn't depend solely on the quality of the **product**, but also on the ability to create a personal connection with the **visitors**. One of the most effective tricks to increase sales is surprisingly simple: asking the right questions.

## Asking to understand the visitor's preferences

During the **winery tour**, asking targeted questions helps to better understand the tastes and needs of the visitors.

Read also: [Silence is not golden: the communicative factor in wine](#)

Asking “What kind of **wine** do you like?” allows understanding personal preferences, such as the choice between **white wine** or **red wine**, or between an acidic wine and a sweet one. Asking “On what occasions do you drink it?” helps to suggest the most suitable **product** for the visitor’s habits. Knowing if the wine is purchased as a **gift** can guide towards choices with appealing **packaging** or a fascinating **story**. Don’t forget to remind visitors if the **company** offers the option to create **gift packages**.

## Leveraging the information collected from the wine tourist

Once the **wine tourist** has provided their answers, the second step can proceed: suggesting. This phase actually begins well before arriving at the **wine shop** and if done correctly, can successfully lead to a sale.

## Here are some examples of how to leverage the collected information:

- “This **wine** is great to give as a gift because you can tell its unique **story** and make a great impression.” This suggestion not only enhances the **wine** but also provides the **customer** with a **story** to share, making the **gift** more personal and meaningful.
- Or, “This **wine** is suitable for all contexts: aperitifs, dinners, and celebrations. Always keep it in the fridge and you’ll never be caught unprepared.” In this case, the versatility of the **wine** is highlighted, making it a practical and useful purchase for any occasion.

Thanks to the information collected during the **visit** and **tasting** and the suggestions given during the **tasting**, **Hospitality Managers** have many more tools to move on to the sales process at the **wine shop**.

Read also: [My experience at Loacker: an inspiration for wine tourism](#)

This personalized approach not only increases the likelihood of a sale but also makes the purchasing experience more pleasant and rewarding for the **visitor**.

Let's remember that selling more **wine** during **wine tours** is an art that combines product knowledge with an empathetic understanding of the **customer's** desires.