How to break the ice with visitors at the wine shop?

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Without a doubt, the wine sales phase at the end of a visit is the most delicate step for hospitality managers. In fact, for those who are not experienced sellers, the topic of “money” is often a danger zone to avoid for as long as possible.

Here are some actions you can take right away:

- Once the **tasting** is over, allow visitors to finish their wine tasting on their own and inform them that you will wait for them at the **wine shop**. This way, they can relax, discuss, and come to their own conclusions;
- Indicate the **prices** already in the wine presentation sheets: this way, the **wine tourist** will arrive at

the **wine shop** with clear ideas;

- During the **tasting**, specify right away if you offer the opportunity to taste extra glasses and indicate their cost;
- Make the **wines** and **prices** clearly visible in the **wine shop**; avoid the visitor the embarrassment of having to ask.

Read also: Do you know the 11 ingredients of wine tourism? Find out if you're utilizing them all

All these efforts are, however, useless if your **wine shop** does not have the essential payment tools: the **POS** and the ability to give change are fundamental requirements for any type of **shop**!

Do you need more useful tips to sell more **wine** or attract more **wine tourists**? Sign up for the training course for **Hospitality Manager**: WTH Academy is the training path that explains how to attract visitors, sell **wine**, and build loyalty.