

Texas Tech University

Wine Sales Course Syllabus Fall 2021

Class Meeting Day/Time:	Asynchronous online learning / optional live discussions
Course Dates:	September 13 – November 21, 2021
Instructor:	Stephanie Earthman Baird, MW Candidate, CWE, WSET Diploma
Phone:	email to schedule a phone appointment
E-Mail:	stearthm@ttu.edu
Office Hours:	By appointment; via phone only – email to request appointment
Technical Support:	IT Help Central 806.742.HELP

COURSE DESCRIPTION

The 'Wine Sales' course will provide an advanced understanding of wine sales through various routes-to-market: direct-to-consumer, tasting room and 3-tier distribution. The course is designed to provide a solid foundation in sales knowledge for those working for a winery, a distributor or a retailer. Upon completion of the course, students will have greater knowledge for advancing a professional career in the wine business or wine sales.

COURSE AUDIENCE

Course concepts will be explored through the lens of the wine industry. The course content is useful for wine entrepreneurs considering a career with a winery or in wine distribution or brokering. The content is also useful for winery owners, tasting room employees, winemakers, viticulturists, and wine event managers wishing to advance their knowledge of sales techniques and wine sales strategies.

COURSE OBJECTIVES

The course is designed to provide students with in-depth comprehension of and the ability to apply knowledge in the following areas of wine sales:

- wine sales strategies in each distribution channel/route-to-market
- knowledge and skill set required for successful wine sales
- effective steps to selling wine
- role of a distributor sales rep
- sales by customer type
- customer relationship building
- selling to new customers
- knowing the brand story in order to sell the brand story
- leveraging "why" questions into the sales pitch
- direct-to-consumer sales and tasting room sales best practices
- overcoming customer objections
- current trends and factors affecting sales
- wine sales compliance considerations

COURSE LEARNING OUTCOMES

Through a combination of video lectures, project-based learning, live discussions, selected reading and optional activities, students will be able to:

1. Understand sales techniques through the lens of the wine industry [*comprehension*]
2. Acquire knowledge of wine sales in multiple routes-to-market [*comprehension*]
3. Develop sales strategies: product strategy, customer strategy and presentation strategy [*knowledge; application*]
4. Evaluate customer products to identify sales opportunities [*evaluation; analysis*]
5. Identify steps to successful sales [*comprehension; application*]
6. Gain an understanding of customer behavior [*analysis*]
7. Develop sales abilities through a video sales simulation [*application, analysis*]
8. Gain an understanding of value proposition in a sales pitch [*knowledge*]
9. Define the core concepts of customer relationship strengthening [*knowledge*]
10. Gain an understanding of modern sales techniques applicable to wine sales [*analysis; knowledge*]
11. Develop critical thinking and verbal/written/online communication skills [*synthesis*]

ASSESSMENT OF COURSE LEARNING OUTCOMES

Methods of evaluation in this course include participation in the Discussion Forum, assignments and projects.

CONTENT AREAS

- Sales versus Marketing
- Sales avenues: direct-to-consumer/tasting room and 3-tier distribution
- Product Strategy
- Pricing and Promotions
- Customer Strategy
- Sales Presentation Strategy
- Sales Steps
- Sales Hurdles and Negotiation
- Sales Tools
- Customer Relationship Building
- Current forces and pressures on wine sales

COURSE STRUCTURE

This course will be administered via distance and consist mostly of asynchronous online learning. Pre-recorded lectures will be posted on Blackboard weekly. Lectures will be available online for the duration of the course. Each lecture may be accompanied by corresponding reading assignments, also posted on Blackboard. Students will listen to the lecture, complete assignments as given, and participate in the weekly Discussion Forum.

WEEKLY DISCUSSION FORUM

Weekly discussions will be offered for application, discussion and problem-based learning. Students will participate in the weekly Discussion Forum on Blackboard by posting responses to discussion questions. Students will have a week to post their responses.

LIVE DISCUSSIONS

In addition to the weekly Discussion Forum, Live Discussions will be scheduled at designated dates/time. Live discussions are optional, but student participation is highly encouraged. This is an opportunity for the instructor to review weekly topic highlights and for students to interact with the instructor and fellow students. Students are expected to ask questions and actively participate in the discussions.

The links to the scheduled Zoom virtual classroom will be posted on Blackboard.

DEADLINES

Pre-recorded lectures will be posted on Blackboard at the beginning of each week. Due to the asynchronous nature of the course, students will work at their own pace during the week. However, participating in the weekly Discussion Forum is due by the end of day the following Sunday. For the purposes of this course, end of day is considered 11:59 p.m. Central Standard Time Zone, U.S.A.

TECHNOLOGY REQUIREMENTS AND ISSUES

To participate in this course, the following technology requirements should be met:

Hardware

- Computer available for download/installation of software and plug-ins
- Speakers/sound card
- Headset with microphone (recommended)
- Webcam (recommended)

Software

- MS-Office (Word, Excel, Powerpoint)
- Access to Blackboard
- Internet access – regular, dependable
- Access to email – regular
- Tools: current Web browser, Adobe Acrobat Reader, current version of Java

Blackboard is an electronic learning resource designed to provide students with **information** related to courses. This includes up-to-date announcements, course information, pre-recorded lectures, discussion forum, assignments/project instructions, deadlines and the like. Students are expected to logon regularly in order to realize the full potential of this resource and course content.

To access Blackboard, please follow the link: <https://ttu-ce.blackboard.com>

COMMUNICATION WITH INSTRUCTOR

Students are encouraged to send their questions, comments, concerns via email. Email communication will be acted upon, in most cases, within 24 hours (Mon-Thu). Emails sent on Fridays and over the weekend may not be answered until the following Monday. The instructor will also send emails to students on course-related matters. Please ensure the email you provide at registration is one that you check frequently. For telephone access to the instructor, email instructor to request an appointment.

COURSE READING MATERIALS

There is no required textbook for this course. Recommended reading will be posted on Blackboard. Students are advised to register for free communications from Wine Business Daily News, which provides current news in the global wine industry. <https://secure.winebusiness.com/subscriptions/dailyNews.cfm?ref=dn>

STUDENTS WITH DISABILITIES (OP 34.22)

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. Students

should present appropriate verification from Student Disability Services to instructor. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405. For detailed information regarding Texas Tech's Student Disability Services, see <http://www.depts.ttu.edu/students/sds>

STATEMENT OF NONDISCRIMINATION

Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to asynchronous and live discussions, student assignments/projects, and all other forms of communication associated with this course.

ASSIGNMENTS / PROJECTS / GRADING

Assignments / Projects	% Weight
Weekly Discussion Forum Participation, discussion topics based on weekly lecture	25%
Product Gap Analysis Assignment	20%
Sales Call Video Exercise	15%
Answering Objections Assignment	15%
Final Exam – multiple choice / short answer	25%

**This is a CREDIT or NO CREDIT course (no letter grade assigned).
A passing rate of 70% must be achieved to earn CREDIT towards
the Wine Business Certification.**

COURSE SCHEDULE

WEEK	START DATE	TOPIC	READINGS / ASSIGNMENTS
1	Sep 13	Introduction to Wine Sales	Recorded lecture; Live Discussion Thursday Sep 16, 7-8 p.m. CST
2	Sep 20	Product Strategy and Pricing	Recorded lecture; Weekly Discussion Forum
3	Sep 27	Customer Strategy / Buyer Behavior	Recorded lecture; Weekly Discussion Forum; ASSIGNMENT: "Product Gap Analysis" due Oct 3 (end of day)
4	Oct 4	Sales Presentation Strategy	Recorded lecture; Weekly Discussion Forum; ; Live Discussion Thursday Oct 7, 7-8 p.m. CST
5	Oct 11	Direct-to-Consumer Sales Strategies	Recorded lecture; Weekly Discussion Forum; Sales Call Video Exercise due Oct 17 (end of day)
6	Oct 18	Tasting Room Sales Strategies	Recorded lecture; Weekly Discussion Forum; Live Discussion Thursday Oct 21, 7-8 p.m. CST
7	Oct 25	Sales Process for 3-Tier Distribution	Recorded lecture; Weekly Discussion Forum
8	Nov 1	Sales Hurdles and Challenges; Responding to Objections	Recorded lecture; Weekly Discussion Forum ASSIGNMENT: "Answering Objections" due Nov 7th (end of day)
9	Nov 8	Sales Support and Relationship Building	Recorded lecture; Weekly Discussion Forum; Live Discussion Thursday Nov 11, 7-8 p.m. CST
10	Nov 15	Sales Tools	Weekly Discussion Forum; FINAL EXAM due by Nov 21 (end of day)

DISCLAIMER

While every effort is made to ensure the information contained in this document is accurate, it is subject to change. Changes will be communicated via Blackboard or email. Students are encouraged to check their emails regularly. It is the student's responsibility to stay informed.