



**Achieve**

**Through Action**



# Achieve **Training**

**Achieve Training** has been unlocking human competence in the wine, hospitality and tourism space for 20+ years.

We have passionate and experienced instructors, with real-world, hands-on practical experience.

At Achieve we understand the most important investment you can make in your business is investing in your people, and we are committed to delivering value.

# Achieve Courses

## Introduction to Wine

Aimed at: Tasting Room Staff, Hospitality and Front of House Staff.

Module 1: Introduction to Wine

Module 2: Wine and Food Pairing Basics

Module 3: Introducing Wine to non-wine experts

**Key Outcome:** A Basic understanding of wine and how to serve and sell wine.

# Achieve Courses

## Wine Sales

Aimed at: Tasting Room Staff, Hospitality and Front of House Staff.

Module 1: Introduction to Selling Wine

Module 2: Service and Sales Basics

Module 2: Storytelling and Story-Selling

Module 3: Closing sales & Post Sales Customer value

**Key Outcome:** Understand how to create and capture value in a service environment.

# Achieve Courses

## Digital Marketing for Wine tasting rooms

Aimed at: Tasting room, hospitality and marketing managers and coordinators.

Module 1: Digital strategy for wine business basics

Module 2: Platforms and technology

Module 3: Introduction to E-Commerce and Direct to consumer current options

Module 4: Implementing and Managing Digital marketing effectively

**Key Outcome:** Digital Transformation essentials to support marketing and sales

# Achieve **Strategy**

## **Wine Business Strategy Implementation Workshop**

Aimed at: CEO's, GM's, Marketing Managers, Sales managers, Tasting room managers

Half-day Workshop to improve strategy implementation for wine business.

Topics: Shaping actionable strategy, resource management, integrated management tools, metrics and measurement, creating and capturing value through strategy initiatives, leadership development.

**Key Outcome:** Improve the implementation success of strategic plans.

# Achieve **Bespoke**

**Achieve Bespoke Courses Available on:**

- Customer Service in the hospitality and Tourism space
- Innovative Wine Experiences
- Brand Value through Customer Value
- Wine Clubs & Management of different model Wine Clubs
- Leadership & Strategy: The Future of Wine Business
- Designing actionable strategy



**Thank you!**



# Let's Work Together



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