

OREGON WINE

SYMPOSIUM  
February 3 & 4, 2025

**State Of The Industry**  
Liz Mercer, Partner & Coach

PROGRAM PRODUCER **oregon wine** BOARD

TRADE SHOW PRODUCER  Oregon Winegrowers ASSOCIATION EST. 1981

**WISE**

1

**WELL, IT'S GROUNDHOG DAY**

**AGAIN...**

**WISE**

 OREGON WINE SYMPOSIUM PORTLAND

2

# WISE

STRONG LEADERS. HEALTHY TEAMS. SUCCESSFUL WINERIES.

- LEADERSHIP FORUMS
- CONSULTING
- CLASSES
- CUSTOM COACHING
- MYSTERY SHOPPING

WWW.WINEINDUSTRYSALESEDUCATION.COM | 1-844-WISE4YU

3

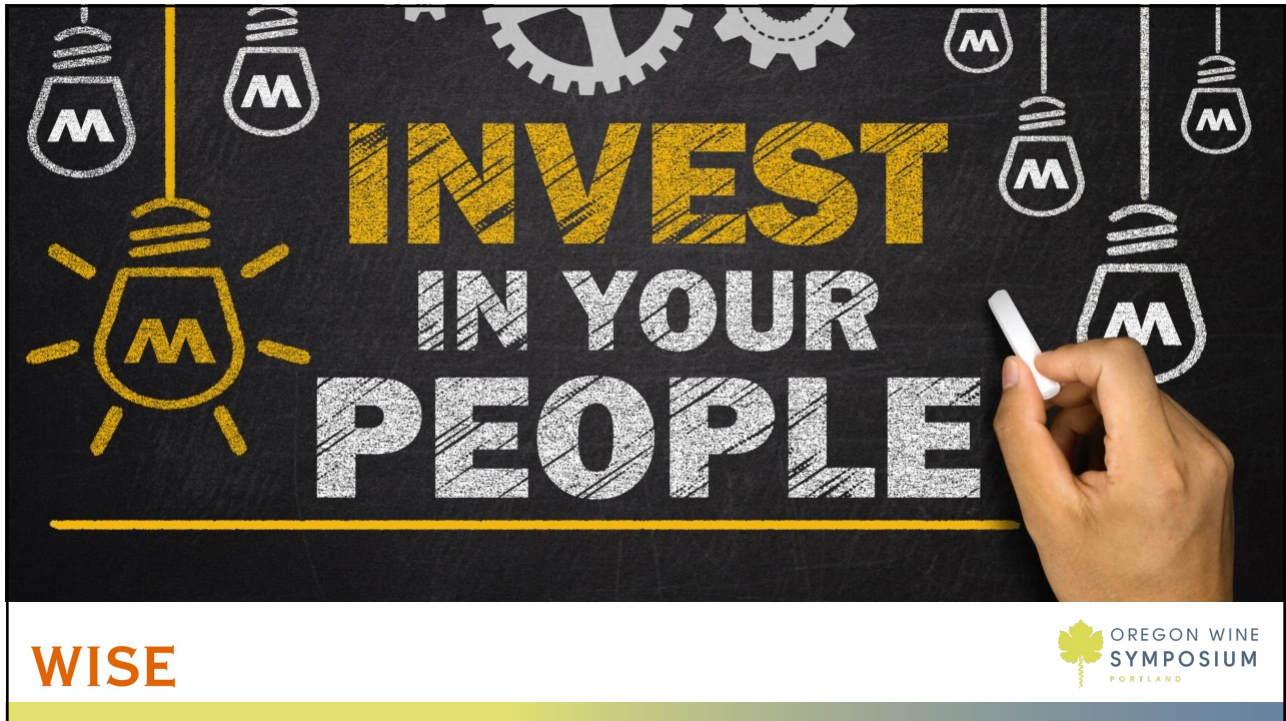
## In Tough Times, Thriving Companies:

1. See Challenges as Opportunities
2. Empower Employees
3. Act with Agility

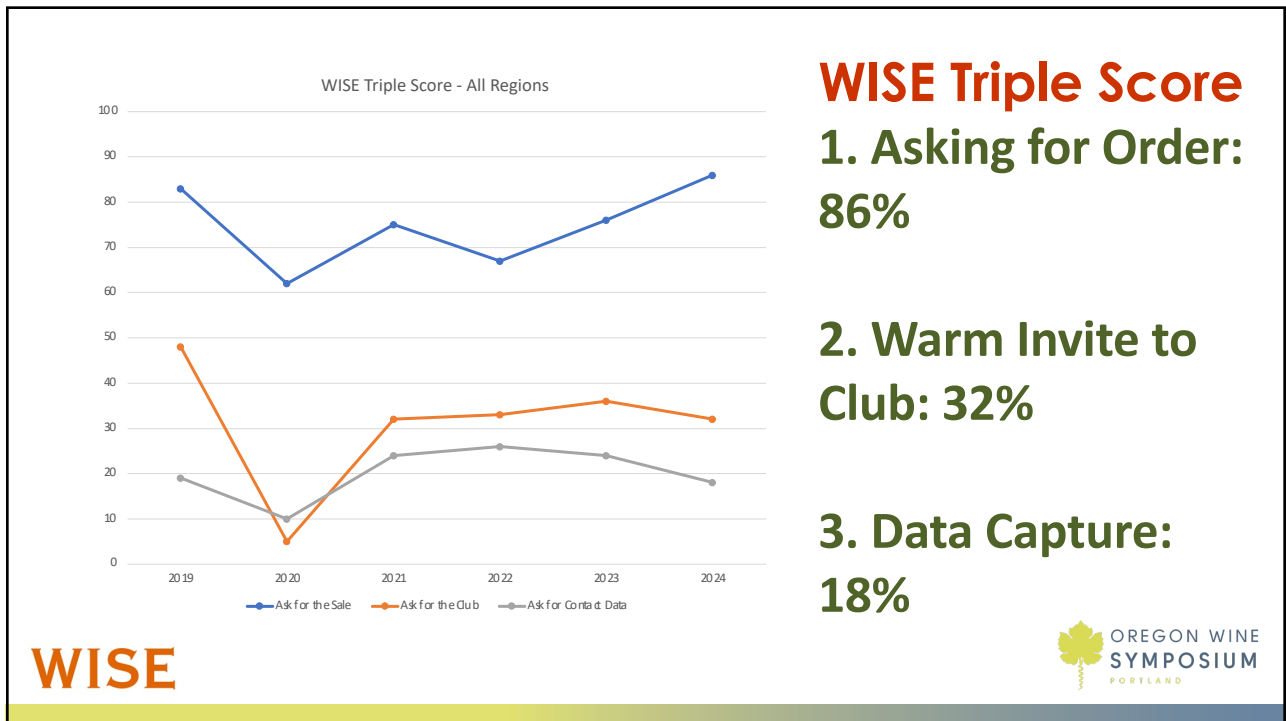
**WISE**

OREGON WINE SYMPOSIUM  
PORTLAND

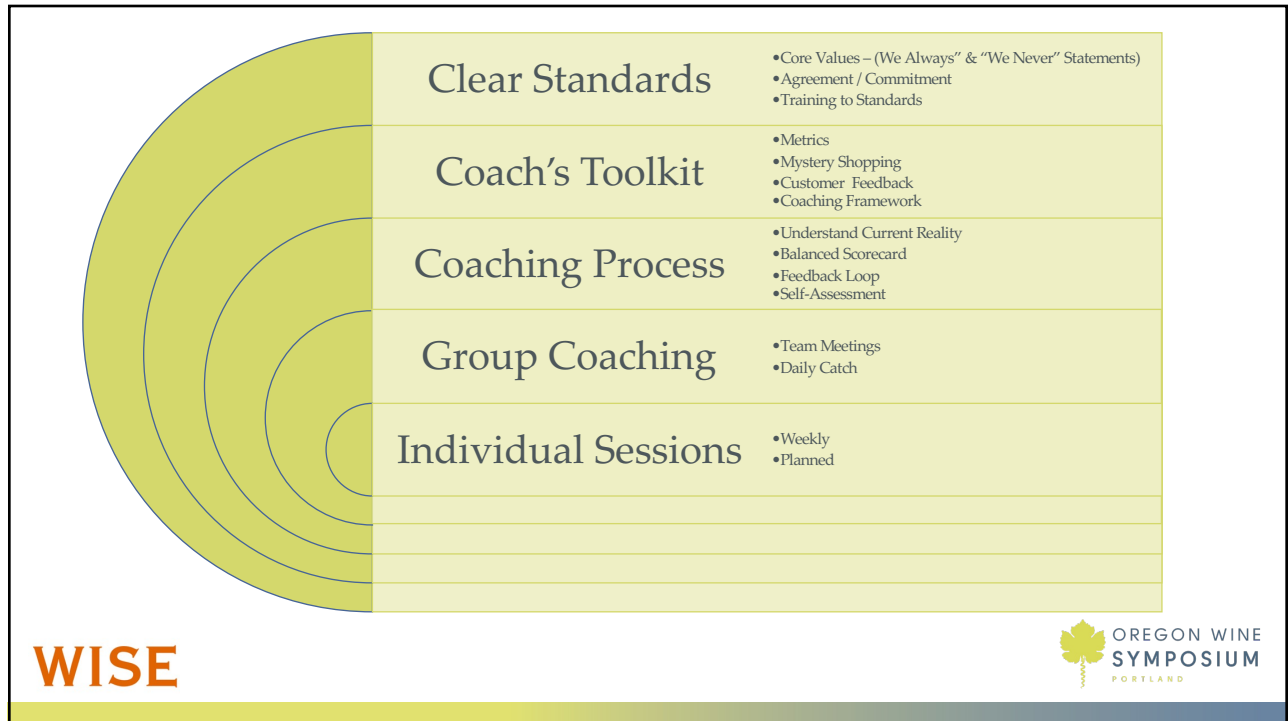
4



5



6



7



8



# KPI

## TASTING ROOM KPIs

- Visitor Traffic
- Source of visitors
- Number of tasters
- Order Conversion
- Buyer Conversion
- Club Conversion
- Data Conversion
- Sales (\$ & Cases)
- Samples per Guest
- Average Order Size
- Specials Sold
- Average Discount
- Up-sells/ Cross- sells

WISE

9



Customer  
Centric

WISE

OREGON WINE SYMPOSIUM  
PORTLAND

10



**Key Take Aways**

1. Invest in People
2. Lean Into Tech
3. Be Customer Centric

**WISE**

 OREGON WINE SYMPOSIUM PORTLAND

11



OREGON WINE



SYMPOSIUM  
February 3 & 4, 2025

**THANK YOU**

PROGRAM PRODUCER  **oregon wine**

TRADE SHOW PRODUCER  Oregon Winegrowers ASSOCIATION EST. 1981

**WISE**

12