

New Western Cuisine



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产品设计

汇聚之势 同心而行

Coming Together Bonding in MICE

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Fred Tibbitts, Jr. is the foremost global wine & spirits consultant for National Account chain hotels and restaurants, based at Bangkok and New York. He travels the world annually attending several of the leading wine and spirits expositions, seminars and conferences. He is a writer for industry and entertainment publications in China and the U.S.

常驻在曼谷和纽约的田博华是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参议过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

Catering Wine Sales Never Leave Home Without Them 宴会葡萄酒销售 葡萄酒销售之必备良器

A universal principle known to all sales seniors is that "It takes the same effort to sell one customer as it does multiple customers, given a single presentation to them both". So, with respect to hotel wine sales, it takes essentially the same effort to sell a restaurant or bar customer a glass or bottle of wine as it does a catering (mice) customer hundreds of glasses or bottles of wine for their event. The primary difference between these two tasks is that on the one hand you have a server promoting wines by the glass or bottle, focusing on the seemingly best fit for typically one to four persons; while on the other hand you have a catering sales director promoting volumes of wines by the bottle or glass to one group event representative. Again, the effort to close each of these sales is practically identical.

While it is true that not every server is ready to be a catering sales director, the processes are very similar and the close has more in common than in difference. Let's examine why catering wine sales can make or break your hotels food & beverage bottom-line and how to maximize catering wine sales for the benefit of all concerned.

If you can sell groups with the same effort and resources as individuals, it only makes sense that catering wine sales are far too important to overlook. The first priority is to be sure that all catering sales associates are both food and beverage knowledgeable. As with many servers, in the absence of proper wine training, catering sales associates are far more confident selling their food menus than their beverage menus. It is therefore imperative that the culture of every hotel and restaurant be that all servers and catering sales associates be equally as knowledgeable for both the food and beverage offerings.

The best way to increase group wine sales in catering is to place an equal emphasis on the value of wine and food for all catering customers. Too often sales associates learn the budget of their customers and spend it all on food, prizing food trade-ups as the road to a better bottom-line; however, as the profit on wine is far better than food, the best approach both for incremental catering sales, profits and customer satisfaction is to find a healthy balance of food and wine sales.

While it is true that some customers insist on bringing their own wine, if your wine offerings are competitively priced, you offer a broad selection and you provide both wine and food tastings for your catering customers, you can win this battle. It is only in the absence of an effective wine sales effort that customers believe they are better served bringing their own wines. Of course, corkage charges should prevail, so for those customers who insist on bringing their own wine, at least you have a revenue stream should this be the case.

And since everyone appreciates being recognized for superior results, be sure to offer sales incentives for both bar and restaurant servers as well as your catering sales associates. The incentives will encourage everyone to improve their wine knowledge and sharpen their wine sales skills. Once they see that they can sell wine as easily as food and the customers are more satisfied as a result, it will become a way of life. You can announce and recognize your top monthly wine sales associates for both bars and restaurants as well as catering sales, naming the top three sales leaders for each sector and of course, always provide a prize to the winners. Display their names in the hotel where appropriate for everyone to see: The recognition will mean more for some of the leaders than a monetary reward or personal gift. So, for better wine sales in restaurants or hotels, don't overlook catering wine sales and of course, never leave home without them. I am **Red Fred**, over and out.

对于所有资深销售来说，这是一条普遍真理：“无论是面对单个客户还是多个客户，在进行同一种商品推销时，花费的精力都是等同的。”就酒店的葡萄酒销售而言，无论是在餐厅或是酒吧，还是进行宴会招待，卖出一杯或是一瓶葡萄酒，与卖出几百杯、几百瓶葡萄酒，两者花费的气力相差无几。当然，完成这两种任务还是有所不同，前者是由一名侍酒者针对1到4名客人以杯和瓶的量进行葡萄酒推广，而后者则是由一位宴会销售总监针对一群活动代表来以杯或瓶的量进行推广。当然，这两者所做的工作实质上是相同的。

虽然，两个任务完成的过程几近类似，但是请相信，不是每一个

酒吧餐厅侍酒者可以成为宴会销售总监。让我们思量一下，为什么宴会葡萄酒销售会成为酒店餐饮销售成败的关键所在，如何才能将宴会葡萄酒销售实现收益最大化。

如果你能将产品成功卖给群体客户和个体客户，宴会葡萄酒销售所具有的重要意义才能真正发挥作用。首先必须保证，所有的宴会葡萄酒销售团队必须对餐饮知识了如指掌。许多侍酒者都没有接受过正式的葡萄酒培训，面对客户，他们对菜单的推广远比酒单来得得心应手。因此目前最亟待解决的问题就是，每家酒店和餐厅必须让其侍酒者和宴会销售团队“餐”“饮”“两手都要抓，两手都要硬。”

在宴会中提高葡萄酒销售的秘诀就是，将宴请客户所需的葡萄酒和菜品提到同等重要的地位。大多数情况下，宴会销售再了解客户的预算后，便将其都用于餐的部分，将餐的花费视作获得更多盈利的途径，然而实际却是葡萄酒的利润远多于餐。就实现宴会销售盈利以及客户满意程度的双向增值而言，找寻一条健康平衡的餐饮销售之道至关重要。

尽管有些客户坚持自带葡萄酒，如果你的酒在价格上具有竞争力且选择广泛，同时你也为客户准备了葡萄酒与菜品的“试吃”，你依旧是这场竞争中的赢家。其实只有在你的工作没有做好，销售方法不够妥当的情况下，消费者才会宁肯自带酒水。当然，开瓶费也日趋普遍，只要有人坚持自带酒水，至少你还是有所获利。

即便是“有功受禄”，很多人也会为此而心生感激，所以无论是酒吧、餐厅的侍酒者还是整个宴会销售团队，务必“论功行赏”，保持他们不懈前行的动力。这种动力能够鼓励他们掌握更多葡萄酒知识，磨砺葡萄酒销售技巧。一旦他们领会到销售葡萄酒就像卖美食一样简单，且客人们的需求都能满足时，这就将成为他们生活的一部分。你可以对月销售业绩优异的侍酒者和宴会销售进行点名表扬，让其中前三名成为酒吧、餐厅或是宴会销售队伍的领导，当然奖品也是必须的。将他们的名字放到酒店合适的位置，确保大家都能看到，这种方式比让他们成为团队领导和给予物质奖励更有意义。总而言之，酒店或餐厅要想有优秀葡萄酒销售业绩，千万不要忽略宴会葡萄酒销售，他们是必备的“销售良器”。我是**田博华**，一直在这里。

