

Spirit-Gnosis

Sales Training and Category Mastery
for the Spirits Industry



Robin Robinson, LLC

We're in a
new time...

...with new rules. Across the board, customers are demanding *expertise* from sales as a new requirement for business, and *knowledge* is at the heart of the relationship.



The Game Changer

The rise of the small brand:

Puts added pressure on distribution to
“sell” without programming



Exposes “order-taking” as a dead
paradigm



Impacts the competitive nature of the
shelf and back-bar: price is not the only
criteria to the space race



Creates a new set of buyers armed with
the internet as their primary tool and
knowledge-base suppliers as their enabler

Training Objective

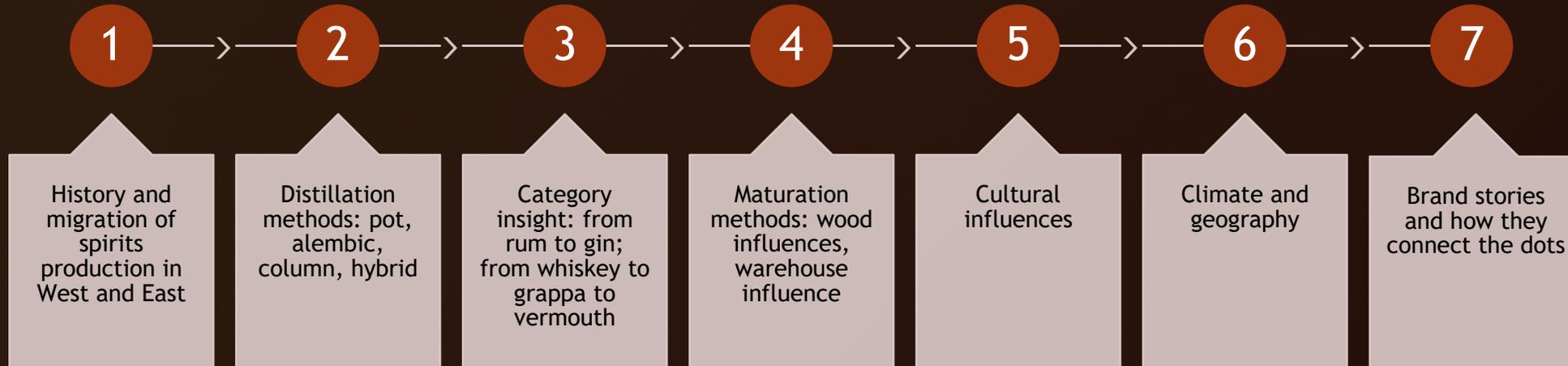
To create a knowledgeable sales person, not a parrot of talking points, who fully understands the categories of the spirits they deal in

To turn order taking into active selling for the small sales organization working with a selective spirits portfolio

To place the emphasis on servicing the customer in the active pursuit of brand building, using knowledge as the competitive edge

To provide an impartial, cross category training, with emphasis on the particular brands in your current portfolio, free of cant and bias

Part One: Spirits Mastery



Utilizing brands in your portfolio

Part Two - Getting to Yes: The Art of Sales



01

Understanding selling objectives

02

From order taker to trusted consultant

- Become identified as knowledge experts

03

Setting up the relationship while still driving the sale

04

Managing objections

05

Making effective presentations and own the brand's story no matter what the scenario

06

Reading the customer shelf and back bar; then reading the customer

07

Short and long term relationship building: "we don't start with OND"

08

Trial Closes

09

Time Management

...and more

About Robin Robinson

National Sales and Brand Manager/Ambassador for Compass Box Whisky: delivering growth and brand awareness for the first artisanal brand of the 21st century, covering 34 markets

Sales executive in tech sector: driving complex, mission critical solutions to solve business problems in a simplified, methodical way

Professional actor: the ultimate small brand experience immersed in process and technique, balancing art and commerce

Educator, lecturer

- Astor Center NYC
- Moonshine U
- American Craft Spirits Association
- Institute for Culinary Education
- Culinary Institute of America
- American Distilling Institute
- Tales of the Cocktail
- BarInstitute

Author: *The Complete Whiskey Course* (October 2019)



Clients

“The sales course with Robin not only taught me sales techniques, it also helped me evolve as a person”
Claudia Bailoni, Bailoni Apricot Liqueur



Endorsements

This training was a success...We have a lot of trainers in here, this was by far the best we've ever had...very productive. It went by too fast, so much so that we would love to have you back.

Jay Frary, General Sales Manager, Blueprint Spirits

One can feel that Robin has walked the walk and talks from a long experience of successfully selling products which don't sell themselves. Along with his style that keeps his audience interested and engaged, Robin delivers a training I would recommend to anyone aiming to get better at the art of selling.

Nicolas Palazzi, President, PM Spirits

For our growing sales force at Catoctin Creek, the opportunity to receive an in-depth, informative sales training that Robin Robinson brings to bear is invaluable. Robin challenged us to seriously reconsider our approach to sales. His focus on finding your narrative allowed us to better understand and convey how to position ourselves in the increasingly-crowded craft spirits marketplace. **Chad Robinson, National Sales Director, Catoctin Creek**

Robin's mentorship and guidance has brought confidence to myself and our team was fired-up post training session. I can positively say Robin leaves a lasting impression. This is reflected in our newfound approach to the market and growing networks. Robin effectively trained on positioning, perception and connection to get the job done. He is captivating and direct...he isn't afraid to tell you what you need to hear. My personal success and growth doubled in a matter of months.

Nicole Preiss, Preiss Imports

Let's start the process



robin@robinrobinsonllc.com

201-263-1141 o

201-527-7733 m

Visit me online

www.robinrobinsonllc.com

