

# Orangewood Wines

*Small Wineries, Great Wines*

Volume 5, Issue 4

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## Introduction

The early leaving snowbirds - as we Arizonans call the folks who head north for the summer - not only ran into some nasty weather on the way to their summer homes, but also missed a beautiful May in Arizona. So cool in the mornings that I reached for a sweater. With June upon us, however, we know that 100F weather is going to be our daily fare.

My exhortation last month for more Rosé drinking was, to a degree, successful. Laurie and I drank lots! To be fair, some of you did too; thank you.

## Topic of the Month - Sales

Last month I talked about delivery, this month is about our sales model. Primarily, it is a relationship model. I am looking for each of the sales people to be responsible for the relationship with their customers. What is a relationship? As a minimum, I expect that when the sales person visits the customer they know who each other are and can begin a conversation as friends. Once such a relationship is established, I am loath to break it. I have watched wine sales people from other companies be re-assigned to different territories with the result that a customer gets to see new sales people every few months. This does not make sense to me. The customer should be paramount (or perhaps 20th Century Fox) and unless they suggest they would like a different sales person, we try to provide continuity. Given the relationship, part of the conversation can be about the needs of the customer, not just what is needed this week, but also, perhaps, learning about upcoming supply problems - we can no longer get the Merlot we like, does Orangewood have something in this price range? Another line of conversation might be that a new Petit Verdot is now available that might fit the taste and pocket book of the customer's clientele. If there is interest, a taste would be the next step - either now or at the next meeting.



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### New Customers

#### [Bink's Midtown](#)

2320 East Osborn Road,  
Phoenix, AZ 85016  
(602) 388-4874

#### [Bink's Scottsdale](#)

6107 North Scottsdale Road,  
Scottsdale, AZ 85250  
(480) 664-9238

#### [Blue Hound Kitchen & Cocktails](#)

2 East Jefferson Street  
Phoenix, AZ 85004  
(602) 258-0231

#### [Seven Canyons](#)

755 Golf Club Way,  
Sedona, AZ 86336  
(928) 203-2000

### Note on the Picture

I have put a web page with larger versions of the picture [here](#).

Along with the taste we can give technical information about the wine, we can talk about the winery and the fun people there, but we are not trying to force a sale. Here is the deal: if the customer would like to buy some, we will be happy to deliver it. If the customer does not think the wine will work, that is fine, and the relationship continues, maybe with a discussion of why the Diamondbacks don't have the best record in the league again this year.

## Rambling

You may have wondered why I chose to talk about sales this month. (OK, you didn't wonder, but I am going to ramble in that direction anyway.) It's because I am looking for a sales person to be responsible for the Tucson area. We had one until recently, but she was recruited to manage a chain of three (currently) restaurants in Tucson. I am delighted that one of our people is getting ahead in their career, but now I need to find a replacement. When Laurie and I moved from our house in Phoenix - yes, the one on Orangewood - we were not in a rush to sell it, we started with a "For Sale By Owner" sign. That attracted a lot of realtors. Then we tied a helium balloon to it and attracted more realtors. I tried an ad in the Wall Street Journal with no effect. Finally, when we decided it was really time to sell the house, we found a realtor who sold it in 3 weeks. Regarding recruiting, I have so far asked the person leaving if she knew someone; then I asked our other sales people; next I have been asking our Tucson customers if they know someone...this is the next step - asking you. The right person will live in Tucson, be enthusiastic about good wine, know some of the people in the restaurants and retailers there and understand that success comes from building relationships. Our sales people are self motivated and pleased to have lots of flexibility on how they use their time and choose what wines to present. If you know someone, I will do more than ramble in their direction.

The Rambler rambles on...

Cheers,

Richard (newsletter writer) and Laurie (editor)  
Orangewood Wines

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