

WISE ACADEMY CELEBRATES ONE-YEAR ANNIVERSARY OF EDUCATIONAL PROGRAM FOR DIRECT TO CONSUMER PROFESSIONALS

Two New Classes Announced – Inside Sales Professional and Tasting Room Management

April 1, 2010, Napa, CA. - The WISE Academy™, the only wine industry education, training and certification program dedicated solely to direct-to-consumer (DTC) sales, celebrates its one-year anniversary today. While proud of the many accomplishments of the past year, the organization has no plans to rest on its laurels. WISE courses and content will continue to evolve at a rapid pace with two new certification courses announced this month and four new courses launching this quarter.

ACCOMPLISHMENTS

In one year WISE has successfully launched 5 courses - 2 core courses: Professional Core and Management Core as well as 3 certification courses: Tasting Room Professional, Wine Club Professional, and Online Wine Professional. WISE has taught 25 classes for almost 300 students, with a 91% successful certification rate.

WISE Academy pays close attention to student feedback on both the caliber of content and its instructors and is pleased to have earned satisfaction scores of 4.7 and 4.8 out of 5 on both value of content and quality of instructors, respectively. Lesley Berglund, Chairman of WISE Academy™ said, "we designed these classes to meet the specific requirements of winery owners, DTC managers and tasting room professionals and we are thrilled to see that we have successfully filled this educational gap for the industry."

WHAT PEOPLE ARE SAYING

"Great experience - look forward to sharing info with colleagues!" - WISE #101, Professional Core Course Student

"Most professional winery / industry training ever!" - WISE #201, Management Core Course Student

"Wonderful course, very exciting, taking a lot away, very fortunate to be here!" - WISE #114, Online Wine Professional Course Student

"Really good practical information for club professional... I learned a lot of valuable tools for my job performance." - WISE #113, Wine Club Professional Course Student

"This course really touched on some aspects of my profession that I find challenging. Just talking about it with others is wonderful. [The instructor] has amazing insights to offer!" - WISE #111, Tasting Room Professional Course Student

NEW COURSES TO LAUNCH

The WISE #112 Inside Sales Professional Course focuses on skills in phone sales, communication, customer service and wine tasting as well as knowledge of the wine industry and various wine buyer profiles. The class is designed for any wine industry professional who talks to customers or prospects on the phone and wants to become more effective. Attendees will include winery staff, wine retailers, customer service representatives, and call center employees. This class begins on April 20, 2010.

The WISE #211 Tasting Room Management Course beginning on May 13, 2010 is rapidly filling up. "WISE promises to develop the next generation of leaders in the wine industry. The Tasting Room Management Course helps raise the bar for both tasting room best practices and general management expertise," comments Lesley Berglund.

UPCOMING CLASSES

(Go to http://wineindustrysaleseducation.com/index.php?page=course_catalogue for more information.)

- #101 WISE Professional Core Course
- #111 WISE Tasting Room Professional Certification
- #112 WISE Inside Sales Professional Certification Course
- #113 WISE Wine Club Professional Certification Course
- #114 WISE Online Wine Professional Certification Course
- #115 WISE Data Analyst Professional Certification Course
- #201 WISE Management Core Course
- #211 WISE Tasting Room Management Certification Course
- #212 WISE Events Management Certification Course
- #213 WISE Wine Club Management Certification Course
- #214 WISE Online Wine Management Certification Course

Visit WISE online at www.WineIndustrySalesEducation.com for a full course schedule and to reserve your spot!

About WISE Academy™

WISE - which stands for Wine Industry Sales Education - offers a comprehensive curriculum and is the only wine industry education, training and certification program dedicated solely to direct-to-consumer sales and marketing. Developed by more than forty vintners and industry experts, all geared to increase the number and expertise of direct-to-consumer (DTC) marketing and sales professionals and to fuel professional aspirations. Courses are divided into three levels, plus an executive series, to meet the needs of those just entering the wine industry to experienced direct sales managers to the winery CEO. Founded in 2008, the WISE Academy™ is led by Lesley P. Berglund, co-founder and former CEO of the Ambrosia Wine Catalogue / Winetasting Network.

Complete course descriptions are available online at www.WineIndustrySalesEducation.com, or for more information, call (877) 740-WISE (9473). WISE futures are available for wineries interested in purchasing blocks of educational credits at a discount.

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