



DTC Wine Workshops  
GROW Direct to Consumer Sales

## DTC Wine Workshops: Referral Partner Program

**Does your company offer DTC technology or services to wineries? Do your clients need help implementing a new or updated DTC sales, marketing or retention program?** DTC Wine Workshops offers an array of direct to consumer consulting services to wineries ready to grow DTC sales and retain loyal customers. Our Referral Partner program allows you to offer your clients access to our suite of services, with the benefit of a referral fee. It's an efficient way to add value for your clients, while also generating revenue for your business.

### How it works:



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**Application:** Our simple [online application process](#) helps ensure that our relationship will be a good fit for both our businesses. If approved, we'll reach out with a welcome email and partner agreement.

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**Referral Partner Agreement:** Once this agreement has been signed by both parties, your account is active and we will send you a link to an online form to track your referrals.

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**Cross Promotion:** To help promote our partnership, we will display your logo on our website, and ask that you do the same, with a short description of our services.

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**Refer a client:** When you have a client who might be a good fit for us, fill out the online referral form and we'll reach out to get more information and schedule an exploratory call with you and your client.

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**Enjoy referral fees:** For each new contract signed as a result of your referral, we will pay you a 10-20% referral fee, depending on your level of involvement.

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## Referral Types

Depending on your level of involvement, DTC Wine Workshops will pay a referral fee between 10-20% of the resulting contract. There are two levels of involvement:

### **Limited Pre-Sales Involvement:**

You agree to provide DTC Wine Workshops with referral contact information and a warm introduction. You might attend the first introductory meeting with limited involvement thereafter. In this case, DTC Wine Workshops would pay a referral fee of 10%.

### **Elevated Pre-Sales Involvement:**

You agree to be highly involved throughout the pre-sales process. This involvement might include setting and attending first introductory meetings, review or development of business requirements, attendance at demonstrations, coordination of follow-up, and assistance with proposal and pricing preparations. In this case, DTC Wine Workshops would pay a referral fee of 20%.

**Interested in becoming a DTC Wine Workshops Referral Partner?** Fill out our simple [online application form](#). You can also email or call us anytime at [sales@dtcwineworkshops.com](mailto:sales@dtcwineworkshops.com) and 707.681.5120.

We look forward to partnering with you!