

Policy: Ambassadors who work off site will be accountable for their samples, sales and order entry.

OSA's are commission only employees.

OSA's will submit documentation on time to the Sales Director, Ambassador Admin Asst or designee.

Procedure:

Application

- Interested candidates are required to fill out an initial application form and submit to ambassador@wv.com.
- Qualifying candidates must be 21 years of age. The candidate will conduct a minimum of one phone or Skype interview with the Sales Director / Ambassador Admin Asst.
- Upon selection, the new OSA will be required to sign a Confidentiality Agreement and Employment Agreement outlining the program expectations along with policies and procedures that must be followed.
- Application, Agreement and other documents will be kept on file by Human Resources.

Launching Business

- A starter kit will be purchased by the new OSA for \$ 75.00 containing:
 - First wine sample pack of 4 bottles of wine. This will be shipped or available for pick up at the Estate Tasting Room free of charge.
 - Training & sales materials, including winery information, wine tasting notes.
 - Wine Key.
 - Business reply envelopes.
 - Pricing and shipping rates.
 - Sample Contact Card.
 - Order forms.
 - T-Shirt.
 - Name Tag.
 - P&P's
 - Discount
 - Extreme Weather Shipping
 - Business Cards – first set of cards. Additional cards can be ordered via the Sales Director / Ambassador Admin Asst or designee at cost. Title on Business Cards should read "Winery Ambassador".
- Sales Director / Ambassador Admin Asst or Designee will:
 - Email the OSA the following spreadsheets that will be used to report activities:
 - OSA Contacts
 - Assign the OSA a Source Code to use when order processing
 - Create the OSA Source Code in eWinery/vinSuite
 - Create the OSA an account in eWinery/vinSuite to process future sample orders
- Prior to the first event the OSA will:
 - Review all materials and become familiar with the wines that will be presented.

Offsite Ambassadors (OSA)

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WILLAMETTE VALLEY
VINEYARDS

- Visit the WVV website and become familiar with it, including but not limited to how to place an order, where to find tasting notes, where to find information about the founder, the tasting rooms, etc.

Organizing Events & Developing a Customer Base

- OSAs are encouraged to network and host their own wine tastings, wine dinners and events. These are planned independently with no supplies or reimbursements made by WVV.
- WVV may help promote an event if given 30 days' notice with full event details emailed to Marketing.
- Customers submitted to the Ambassador Admin Asst to be added to WVV's eWinery database, will remain the OSA's customer unless there has been no sales recorded within 1 year.

Submitting Orders for Fulfillment

- OSA will have order forms in their starter kit to use for each event, and more may be printed by the OSA.
- Within 48 hours of an event or sales purchase the OSA is required to do one of the following:
 - If OSA has eWinery/vinSuite access, all orders (with few exceptions) should be processed in eWinery/vinSuite.
 - If OSA does not have eWinery/vinSuite access, order should be processed online as follows:
 - Go to WVV.com, then "Shop Wines"
 - Enter the customer's order
 - When order is complete, select check-out
 - Enter offer code, if appropriate
 - Log in to the OSA's Account
 - Enter the billing and shipping information for the customer
 - Enter your order source code (as provided by the OSA Manager)
 - Enter any notes, if appropriate
 - Enter the customer's credit card (Credit cards are the only method of payment.)
 - Submit order
 - Email the OSA Manager or designee the completed "Contact" spread sheet listing guests in attendance who did not order wine.
- WVV guarantees to ship wine within 2 business days of order being input with shipping tracking emailed back to OSA if requested. If extreme temperatures prohibit a wine from shipping, the Shipping Manager will work out details with OSA per P&P: Extreme Weather Shipping.

Contact Management

- In the starter kit is a sample contact card. WVV recommends these to be used capture customer data for follow-up sales opportunities.
- OSAs are responsible for entering their contacts and sales history in the WVV system.
- WVV recommends the OSA contact their customers at a minimum of 2x per year. If a sale is not made at least 1x per year, the customer is eligible to be redistributed to other WVV Winery Ambassadors.
- Contacts created through WVV activity remain the property of WVV and may not be used by OSA for any other purposes outside of business related to WVV. As such, WVV reserves the right to redistribute OSA leads at any time for any reason.

Reordering Sample Wines

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- To reorder wines for samples, contact the Sales Administrative Assistant. Samples are charged at 30% of their retail price and shipping 50% of retail price. Samples will also be available for pick-up in the Estate Tasting Room. A current list of available wines and vintages will be made available to each of the Ambassadors on a monthly basis Via Drop Box, Google Docs or other means. Ambassador is responsible for their own samples.
- Samples ordered will be reviewed by the Ambassador Admin Asst to ensure that sample utilization is consistent with tastings/events/dinners and wine sales.

Commissions

- Offsite Ambassadors will receive ■% commission on all current release wine sales. (Commission rates are confidential and protected. Rate is disclosed in P&P housed on the server in the P&P/Private/Sales folder)
- Shipping charges are not eligible for commission.
- Accounting will calculate commissions.
- Commissions will be paid on the 25th of the month for the previous month's sales. In order to receive your monthly commission check, all supporting documentation must be submitted for approval & review by the 5th of the following month to the Sales Director / Ambassador Admin Asst.
- If an existing customer of WVV attends one of your events and makes a purchase, the commission from that sale will be split as follows: Currently assigned WVV Winery Ambassador (■ %) OSA (■ %), as long as proper contact has been documented in the WVV eWinery/vinSuite database. Accounts will be audited by the Sales Director / Ambassador Admin Asst or designee.
- OSA will be paid a pre-determined flat amount (see Event Compensation Request form) for any scheduled WVV support activities which are pre-approved by Sales Director / Ambassador Admin Asst in which the OSA does not have an opportunity for direct sales.

National Sales

- Contact Sales Director or Sales Coordinator to request permission prior to contacting or scheduling an event at a public location.
- If an event is held at a public location, coordinate with the National Brand Ambassador who supports the state.

Management

- Sales Director / Ambassador Admin Asst are available for support. OSA's are encouraged to check in regularly (minimum of monthly) for ideas and performance questions and review.

Attached: (Departments/Direct Sales/Public/Forms) OSA Contacts

Signature: Original signed Policy & Procedure on file in the P&P Original file cabinet.

