



Make Them Feel Smart

Staff Coaching Worksheet

Manager Tool for Weekly Hospitality Meetings

Part 1: Weekly Reflection

Purpose: Reinforce conversational hospitality and education as empowerment.

Team Member Name: _____

Week Of: _____

Manager Name: _____

Section A - Self Reflection

Circle Yes / Needs Work

1. Did you ask more questions than you answered?

YES / NEEDS WORK

2. Did the guest describe the wine in their own words?

YES / NEEDS WORK

3. Did you validate their observations?

YES / NEEDS WORK

4. Did you reinforce their palate confidence?

YES / NEEDS WORK

5. Did the conversation feel collaborative, not instructional?

YES / NEEDS WORK

Section B - Conversation Check

Think of one memorable guest interaction this week.

Guest Type:

- First Winery
- New to Wine
- Regular Learner
- Veteran

What question did you ask that shifted the conversation?

What did the guest say that you validated?

How did you connect that moment to the next pour?

Section C - "Smart Moment" Review

Did you use the 60-Second Smart Moment Framework?

- Validate
- Translate
- Reinforce
- Connect

If yes, describe it: If not, how could you have?

Part 2: Role-Play Prompts

Purpose: Practice conversational education for all four guest paths.

Scenario 1 — First Winery Ever

Guest says: *"I don't really know anything about wine."*

Practice:

- 1 validating statement
- 1 empowering question
- 1 simple concept explanation

Manager Notes:

Scenario 2 — New to Wine

Guest says: *"I think this one is kind of sharp?"*

Practice:

- Validate observation
- Translate into simple concept
- Ask follow-up preference question

Manager Notes:

Scenario 3 — Regular Learner

Guest says: *"What makes this vintage different?"*

Practice:

- Ask permission to go deeper
- Keep explanation conversational
- Invite dialogue

Manager Notes:

Scenario 4 — Veteran Drinker

Guest says: *"What's the production volume and aging potential?"*

Practice:

- Respond at peer level
- Avoid over-explaining
- Connect to exclusive opportunity

Manager Notes:

Part 3: Empowerment KPI Alignment Sheet

Purpose: Connect behavior to measurable outcomes.

Weekly Tracking

Guest Type	Club Conversions	Return Visits	Event Sign-Ups
First Winery	_____	_____	_____
New to Wine	_____	_____	_____
Regular Learner	_____	_____	_____
Veteran	_____	_____	_____

Post-Visit Engagement

Track within 7 days:

- Opened follow-up email
- Clicked event link
- Joined club
- Booked return visit

Notes:

Club Conversion by Guest Type

Where are we strongest? _____

Where do we need coaching? _____

Education Event Impact

Event promoted this week: _____

Sign-ups generated: _____

Did staff reference education benefits during tastings? **YES / NO**

Manager Coaching Summary

Team Strength This Week: _____

Focus Area for Next Week: _____

One Behavior to Reinforce: _____

Weekly Team Affirmation

***Education is empowerment.
The best wine is the wine you like.
We ask more than we tell.
We make guests feel smart.***

This worksheet ensures:

- Culture alignment
- Measurable hospitality behavior
- Improved club conversion
- Stronger retention
- Event participation growth