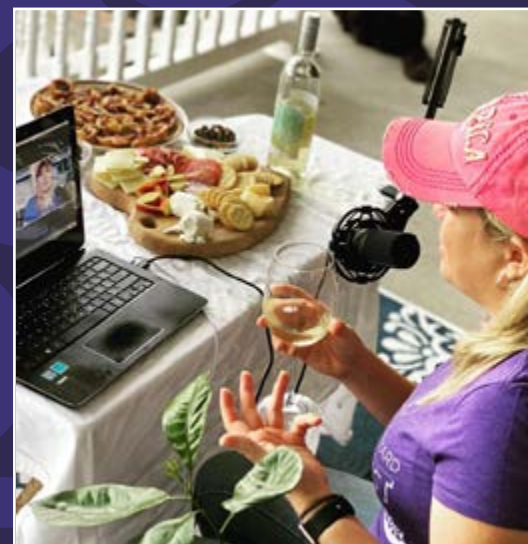


TRAVELING VINEYARD: PIVOT TO VIRTUAL SELLING



MICHAEL RODRIGUEZ, PhD
Campbell University



TARGET GROUP

Graduate and Undergraduate Students in Entrepreneurship and Professional Sales

PART 1: DISCUSSION QUESTIONS AND POSSIBLE ANSWERS

1. During these challenging economic times, how can the direct selling model help the ever-increasing virtual workforce?
 - a. Educators should discuss the impact COVID (or any other catastrophic economic scenario) has had on employment. Also, when things normalize, discuss how direct selling can be a potential full-time resource for income.*
2. Why is Traveling Vineyard so unique and how does it differ from the traditional “Brick and Mortar” model?
 - a. This may be a challenge to answer because the target audience may be too young to draw a comparison. Educators should have students think of how other “Brick and Mortar” establishments have pivoted to online and the impact e-commerce has on today’s economic market.*
3. What digital tools can Traveling Vineyard Wine Guides utilize in direct selling to increase market share and build awareness?
 - a. Students should think about all the available social media and collaboration outlets. First do an assessment of Traveling Vineyard’s social media presence (Facebook, Twitter, Instagram, etc.). What improvements can be made? Also have students think about how to better collaborate with customers via virtual events.*
4. What are some key challenges for Traveling Vineyard?
 - a. Think about Rick Libby’s pivot. Is this short term? Is it sustainable? What are other similar businesses doing?*

Next students will apply the BMC model to Traveling Vineyard and look for areas of opportunity and risk.



TEACHING NOTES

PART 2: BUSINESS MODEL CANVAS

1. Have the students use the following Google Doc to collaborate on the BMC Model.
<https://docs.google.com/presentation/d/1NWyi-00MDTq0ncQI07SOqKDILLxAZtY0jKAdye-JgwE/edit?usp=sharing>
2. Make sure students make a copy and rename (i.e TeamName TravelingVineyardBMC).
3. Give students 30 minutes to apply BMC to Traveling Vineyard business model.
4. Have teams present their findings after analysis is completed.



info@dsef.org | www.dsef.org

Phone: (202) 452-8866

Fax: (202) 452-9015

1667 K Street NW, Suite 1100
Washington, D.C. 20006