



**EDDIE  
OSTERLAND**  
MASTER SOMMELIER

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## Discover How America's FIRST Master Sommelier Can Help You Win More Clients And Generate Referrals FASTER and EASIER Than Ever Before!

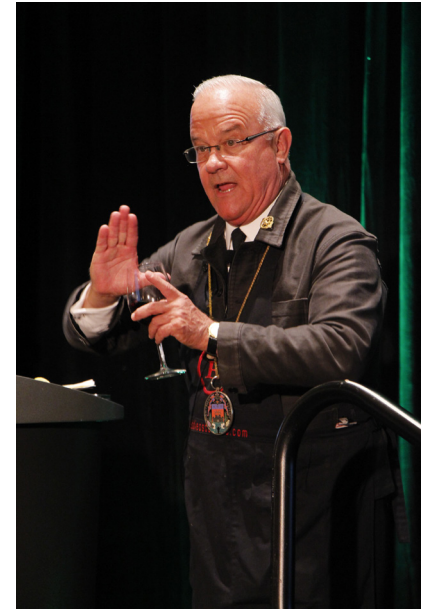
When you're trying to close a high net-worth client you've got to impress. And the first way to impress them is by giving them an experience they've never had before. When you treat your clients like royalty, you instantly become the ONLY firm they choose to invest in.

Eddie Osterland, America's First Master Sommelier, will help you create an experience your clients and prospects will remember for months and years to come. Eddie believes that food and wine are *the international currency for connection*. When it comes to your clients, you want to show them the very best.

Every single marketing and sales dollar has to be spent carefully to obtain the highest result. Eddie's signature Client Experience programs will help you do just that.

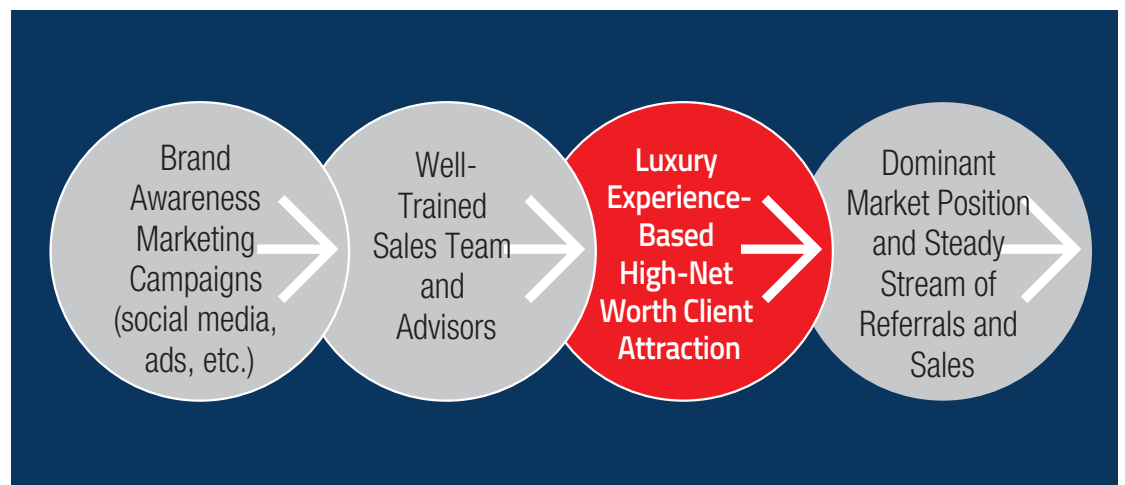
Eddie's Client Experience programs will set you apart from the competition to make you the market leader, closing more deals and generating more referrals than standard sales strategies.

His interactive experience fits in with the marketing plans you already have, augmenting your marketing campaign to attract the right buyers to your organization.



"Creating a dynamic wine and food experience to entertain, educate and add value to your next event".

Eddie Osterland  
America's 1st Master Sommelier  
Professional Speaker,  
Author of Power Entertaining





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## Passport to the Wines of the World Client & Prospect Reception

One of the biggest struggles when hosting a high-end client reception is getting them to move through the area, instead of simply camping out by the bar or food and leave without ever interacting with your sales team.

In this event, Eddie will meticulously create stations that you can use to spread your prospects through the reception - whether you want them to meet specific sales people throughout the evening or experience your products first-hand.



Each guest will receive a Passport - designed to mimic a real U.S. Passport, that will help guide them through 5 stations at your reception.

As they sample Eddie's "Power Pairings", people will discover how food & wine need to amplify each other's assets. People will be encouraged to taste the food & wine together in the mouth...here, true synergy [1+1 = 3 ] will show people how wine should be perceived as a condiment, rather than as a beverage.

By delivering this one-of-a-kind experience, Eddie ensures that your event becomes a focal point of conversation - they'll return home with their "branded" Passports and tell their friends, business associates, and peers about the experience they had. And, they'll remember you fondly when it comes time to make the sale.



## He Understands the Principles of Business!

*"Eddie Osterland is not only America's First Master Sommelier, he is a brilliant businessman who understands the principles of how to make occasions special. He can show you how to make any meeting or event a more memorable and impactful event.*

*His mastery is matching the elements to the intended results. He has toured the world training senior executives in the finer touches of leadership and gracious business practices. Let him show you how to make your business dealings more fun and more creative. I learn from him and admire him. You will too!"*

Jim Cathcart, Author, Relationship Selling  
Past President of the National Speaker's Association

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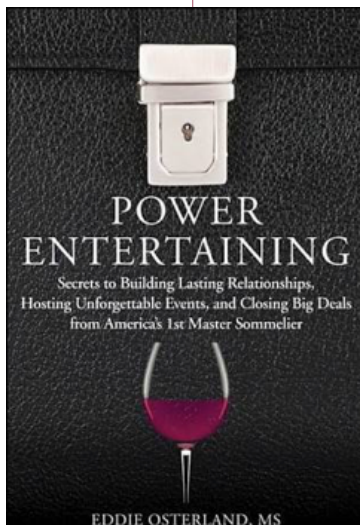


## Power Entertaining Dinner with Keynote

When you want to host a memorable dinner for your VIP clients, traditional surf & turf won't leave the impression you want. Instead, offer your clients exceptional cuisine paired with unique food-wines that most people have never before experienced.

In this "During Dinner" event Eddie utilizes pairs of wines to enhance your client event dinner, and will work with your chef to custom-design a dinner unlike any others they have seen. And he'll speak during your dinner to not only entertain your clients, but teach them his Seven Power Entertaining Tips taken from his book, *Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals* from America's 1st Master Sommelier.

During this dinner, your clients will discover how to entertain differently so that they become even more influential in their own circles. They'll discover how to wow their friends, their clients, and their peers with entertaining that goes beyond expectations.



## Numerous Referrals from ONE Event!

*"We had Eddie do his Power Entertaining reception for Questmont this year...bottom line: Nearly one-third of the attendees were non-clients (Attorneys and CPAs) who have referred us numerous high net-worth clients with whom we are following up on. As well, we landed one direct client at the event whose contribution covered the expense of the entire event."*

Taylor Ranker, CEO Questmont Strategic Wealth Advisors

Eddie is also available for keynotes and training sessions to help your advisors learn how to close high-ticket deals through the power of entertaining.

To discuss your upcoming event with Eddie and discover how he can help you win more clients and referrals, call **858-229-0202**, e-mail **eddieo@eddieosterland.com** or schedule a free 15 minute consultation at **<https://meetme.so/EddieOsterland>**

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