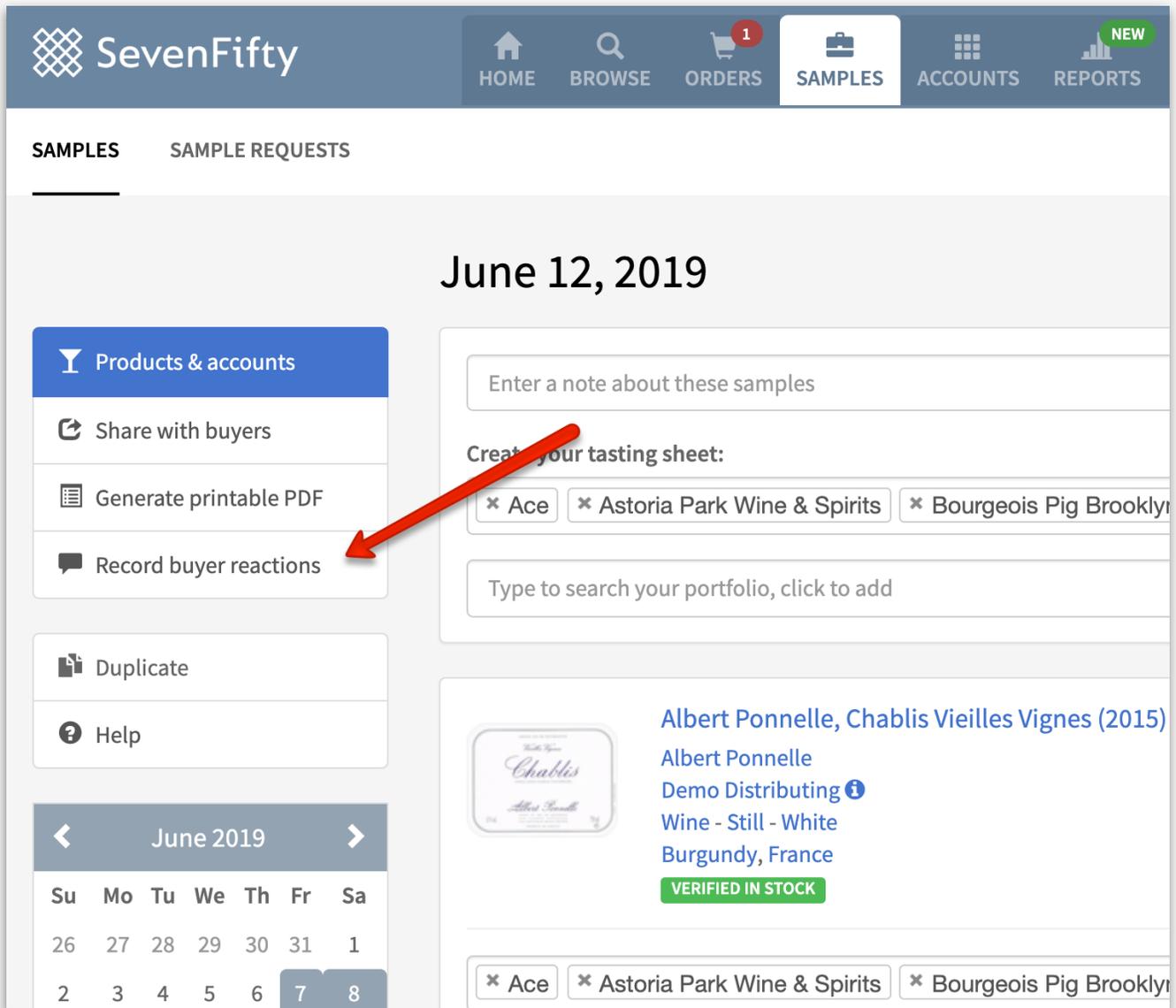


Recording Buyer Reactions

SevenFifty makes it easy for you to record buyer reactions to your product presentations so you can stay on top of follow-ups.

1. From any sample sheet, click “Record buyer reactions”.

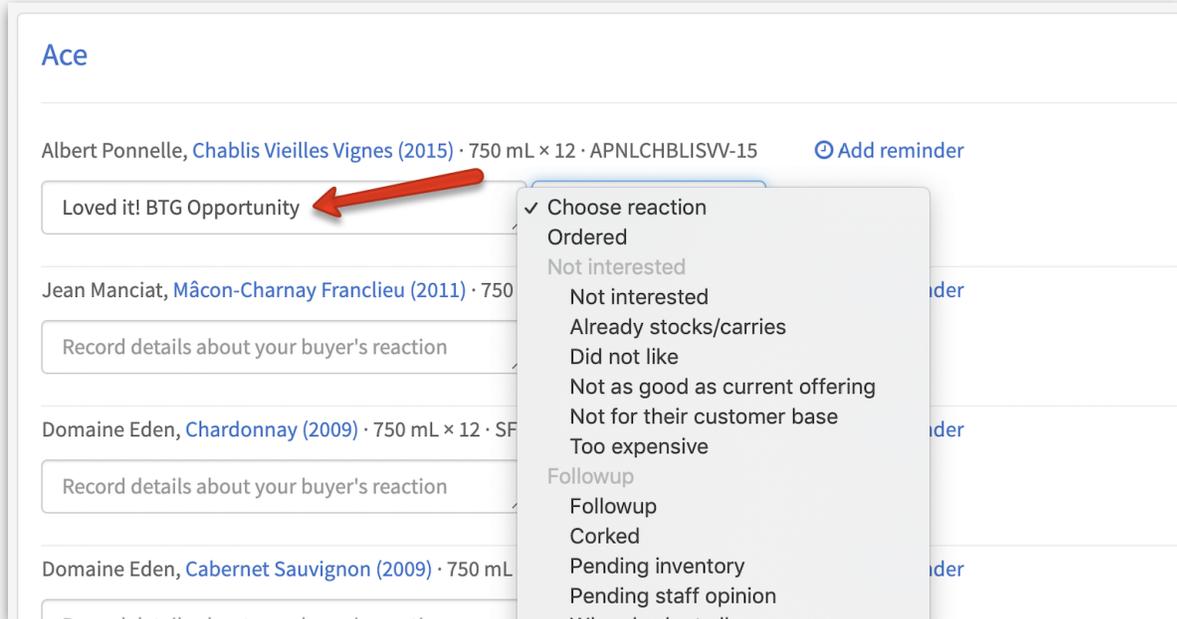


The screenshot shows the SevenFifty web application interface. At the top, there is a navigation bar with icons for HOME, BROWSE, ORDERS (with a red notification badge), SAMPLES, ACCOUNTS, and REPORTS (with a green 'NEW' badge). Below the navigation bar, the 'SAMPLES' tab is selected. The main content area is titled 'June 12, 2019'. On the left, a sidebar menu contains several options: 'Products & accounts' (highlighted in blue), 'Share with buyers', 'Generate printable PDF', 'Record buyer reactions' (indicated by a red arrow), 'Duplicate', and 'Help'. Below the menu is a calendar for June 2019, with the 7th and 8th highlighted. The main content area features a text input field for 'Enter a note about these samples', a section for 'Create your tasting sheet:' with tags for 'Ace', 'Astoria Park Wine & Spirits', and 'Bourgeois Pig Brooklyn', and a search bar. Below this, a product card for 'Albert Ponnelle, Chablis Vieilles Vignes (2015)' is displayed, including a product image, name, distributor information, and a 'VERIFIED IN STOCK' badge. At the bottom, there is another row of tags for the tasting sheet.

(Note: This is only available if you tag accounts to your sample sheets.)

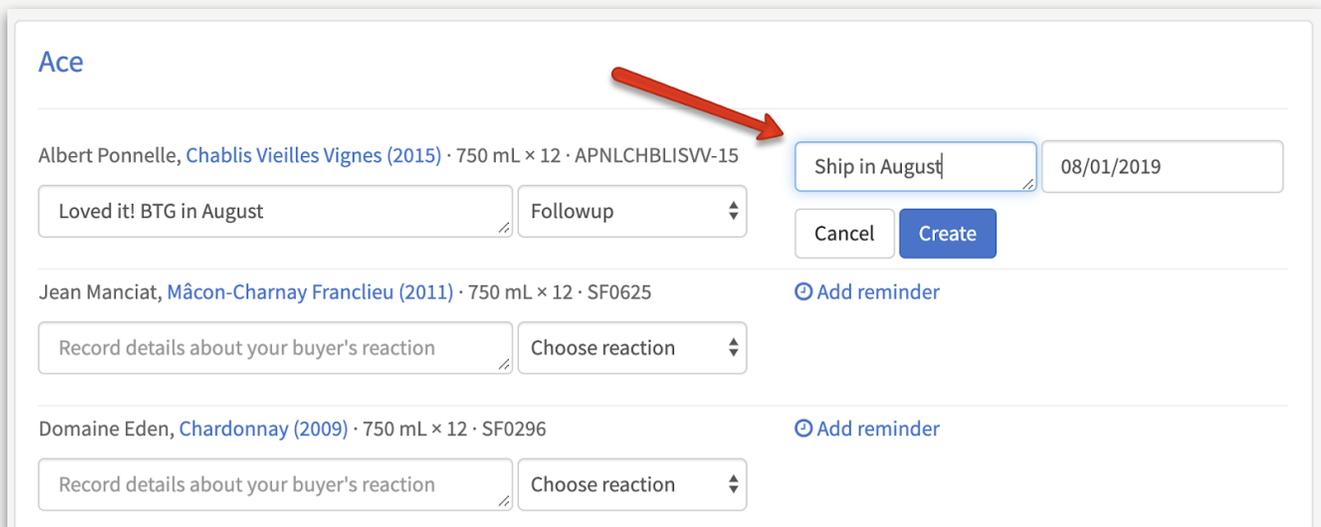


2. Record the reaction for each product or select an option from the dropdown. (Buyers cannot see these notes.)



The screenshot shows a list of wine products under the heading "Ace". The first product is "Albert Ponnelle, Chablis Vieilles Vignes (2015) · 750 mL × 12 · APNLCHBLISVW-15". A red arrow points to the text "Loved it! BTG Opportunity" in a text input field. A dropdown menu is open, showing options: "Choose reaction", "Ordered", "Not interested", "Not interested", "Already stocks/carries", "Did not like", "Not as good as current offering", "Not for their customer base", "Too expensive", "Followup", "Followup", "Corked", "Pending inventory", and "Pending staff opinion".

3. Set a follow-up reminder by adding an optional note and selecting a date, then click “Create” and SevenFifty will email you on that day.



The screenshot shows the same list of wine products. A red arrow points to the "Ship in August" text in a text input field. To the right of this field is a date input field containing "08/01/2019". Below the text input field is a dropdown menu with "Followup" selected. There are "Cancel" and "Create" buttons. The other two products, "Jean Manciai, Mâcon-Charnay Franclieu (2011) · 750 mL × 12 · SF0625" and "Domaine Eden, Chardonnay (2009) · 750 mL × 12 · SF0296", have "Record details about your buyer's reaction" and "Choose reaction" fields.

You can also record buyer reactions and set reminders from the [Accounts tab](#). All reminders are visible from the homepage of your SevenFifty account.



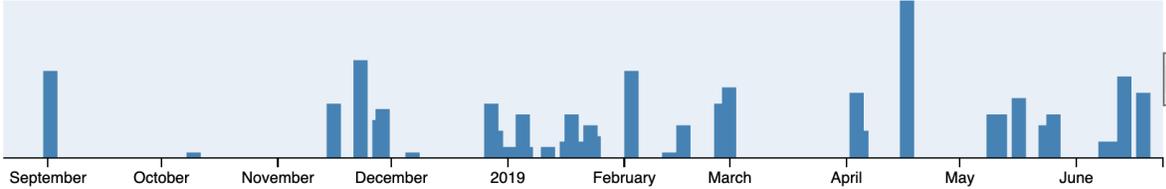
4. Review all your tasting reactions from the **Sample History Report** in your reports tab. View all products tasted at a particular account along with tasting reactions or search for a specific product.

Sample history

Time period

6/17/18 — 6/24/19
313 of 313 samples

Next week
Last week
Last month
All



Accounts (40)

- Aardvark Room (55)
- American Spirits (24)
- Botta di Vino (22)
- Astoria Park Wine & Spirits (21)
- None tagged (20)
- Anfora (17)
- Ace (16)

Products (74)

- Jean Manciat — Mâcon-Charnay Franclieu (2011) (31)
- Champagne Ployez-Jacquemart — Champagne Extra Quality Brut (NV) (24)
- Domaine Eden — Cabernet Sauvignon (2009) (21)
- Domaine Eden — Chardonnay (2009) (18)
- Albert Ponnelle — Chablis Vieilles Vignes (2015) (10)
- Carmelle — Comte Tolosan Malbec (2015) (9)

Reaction

Followup

- Jean Manciat — Mâcon-Charnay Franclieu (2011) — SF0625
[Ace](#), [American Spirits](#)
- Domaine Eden — Cabernet Sauvignon (2009) — SF0297
[Ace](#), [American Spirits](#)
- Domaine Eden — Chardonnay (2009) — SF0296
[Ace](#), [American Spirits](#)

5. Export to Excel for a deeper analysis of how your samples are performing in the market.

Sample history export

Create a sample history export in spreadsheet format.

Start date

03/01/2019

End date

06/27/2019

Cancel

Create export

Date	Product Name	Producer	Vintage	Comment
6/12/19	Rosso Di Montalcino	Castiglioni del Bosco	2015	Will think about that - can talk about deal on Brunello to get back btg
6/12/19	Pomerol	Château Lafleur-Gazin	2013	Will think about - really good - wait for vintage change to 2015
6/12/19	Brut Premier	Louis Roederer	NV	Will put btg in 2-3 weeks in lobby
6/12/19	Pomerol	Château Lafleur-Gazin	2013	Will keep in mind when run out of current list placement.
6/12/19	Saint-Émilion	Château Puy-Blanquet	2015	Will do btb in restaurant - June
6/12/19	Champagne Brut Rosé	Louis Roederer	2012	Will consider
6/12/19	Rosso Di Montalcino	Castiglioni del Bosco	2015	will consider
6/12/19	Anderson Valley Chardonnay	Domaine Anderson	2015	will also consider for btg or in room
6/12/19	Alsace Pinot Gris Les Princes Abbés	Domaines Schlumberger (FR)	2015	Very good. Could potentially replace Trimbach
6/12/19	Rosé	Scharffenberger	NV	Replace Mumm Napa btg
6/12/19	Napa Valley Cabernet Sauvignon	Carpe Diem	2016	prefer over Intrinsic Cab for btg
6/12/19	By.Ott Côtes de Provence Rosé	Domaines Ott	2018	Possible - will consider replacing flowers in restaurant
6/12/19	Bordeaux Blanc	Château Loudenne	2016	Like - revisit
6/12/19	Bordeaux Blanc	Château Loudenne	2016	Guest request white bordeaux
6/12/19	Rioja Reserva	Marqués de Murrieta	2015	great, approachable, 2nd glass btg
6/12/19	Saint-Émilion	Château Puy-Blanquet	2015	Good wine - good value
6/12/19	Brut Premier	Louis Roederer	NV	Going in-room and btg at bar
6/12/19	Saint-Estèphe	Château Haut-Beauséjour	2015	Get back to me
6/12/19	Médoc Cru Bourgeois	Château Loudenne	2014	Familiar - did not taste
6/12/19	Brut Premier	Louis Roederer	NV	Did not taste
6/12/19	Champagne Brut Rosé	Louis Roederer	2012	Did not taste
6/12/19	Alsace Pinot Gris Les Princes Abbés	Domaines Schlumberger (FR)	2015	Did not taste
6/12/19	Champagne Brut Rosé	Louis Roederer	2012	Did not taste
6/12/19	Anderson Valley Chardonnay	Domaine Anderson	2015	Did not taste
6/12/19	Anderson Valley Chardonnay	Carpe Diem	2015	Did not taste
6/12/19	Rosé	Scharffenberger	NV	Did not taste
6/12/19	Médoc Cru Bourgeois	Château Loudenne	2014	Couldn't do btg. Would have to have food
6/12/19	Anderson Valley Chardonnay	Carpe Diem	2015	Confirm if in room to replace Duckhorn
6/12/19	Alsace Pinot Gris Les Princes Abbés	Domaines Schlumberger (FR)	2015	Btg placement

