

# From Walk-In to \$600 Wine Club Member — Without Talking to Staff

Local Niagara Winery · AI-Powered Wine Club Automation

Powered by AI Lead Furnace · [www.leadfurnace.ca](http://www.leadfurnace.ca)



**\$600**

**Wine Club Sale**  
closed autonomously by AI

**80+**

**Guests in Tasting Room**  
all staff fully occupied

**0**

**Staff Required**  
to capture and close the sale

## THE SITUATION

A local Niagara winery was hosting a packed day — 80+ guests in the tasting room, with every staff member fully occupied just keeping up. In the middle of the rush, a visiting wine club prospect arrived and scanned the QR code to sign in, just like everyone else.

No one had time to stop and pitch. No one could follow up. Under normal circumstances, this high-intent visitor would have enjoyed their tasting and walked out — unnoticed and unconverted.

## WHAT HAPPENED

Behind the scenes, the AI system took over the moment the QR code was scanned. The visitor was automatically guided through tasting options and introduced to wine club benefits — no staff interaction needed.

One click on the wine club link triggered a complete automated sequence:

- An opportunity created in the sales pipeline
- A perfectly timed follow-up email sent automatically
- A seamless, clear path to join the wine club

Within minutes, the visitor signed up for a \$600 annual membership on their own. A welcome email was sent automatically. No staff required.

## HOW IT WORKS

**QR Code Entry:** Every guest scan becomes a tracked contact in the pipeline.

**Automated Nurture:** The system guides visitors through options and benefits instantly.

**Smart Follow-Up:** Triggered emails close the loop — even when staff are overwhelmed.

**24/7 Coverage:** Busy days become your highest-converting days, not your most costly.

## THE RESULT

A \$600 annual wine club membership — closed entirely by AI while every staff member was tied up with a packed house.

The owner's message said it best: the winery had a table of 80 people that day, all hands were on deck — and their AI, Jessica, basically signed a wine club member up for the year.

*“FYI we have a table of 80 people today so all hands were on deck to help out... Jessica (AI) basically signed a wine club member up for the year.”*

— Winery Owner, Niagara

## THE BIGGER PICTURE

Your busiest days feel like your most successful — but they're often when the most revenue quietly walks out the door. When staff are overwhelmed, high-intent visitors go unnoticed, follow-ups don't happen, and wine club conversations never start.

Every missed moment is a potential wine club member — or thousands of dollars in lifetime value. AI Lead Furnace ensures those moments are captured automatically, every single time.

## Every Busy Day Is a Missed Opportunity. Until Now.

Test our AI wine club capture and follow-up system for 30 days risk-free. See how many high-intent visitors you're currently missing.

[www.leadfurnace.ca](http://www.leadfurnace.ca) · 905-401-3358 · [dave@leadfurnace.ca](mailto:dave@leadfurnace.ca)