



**EDDIE
OSTERLAND**
MASTER SOMMELIER

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“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

Why Eddie Osterland's high-earning client receptions are what you need to grow your revenue, client and referral base?

1. You want to attract more high-net clients.

Traditional marketing efforts like Ads, Social Media etc. are important to bring awareness to your company but alone, they are Not enough!

You need to connect and have meaningful conversations with new prospects. Eddie Osterland's Power Entertaining receptions and dinners are the necessary vehicle to bring the people you want to be in front of. Eddie believes that Food & Wine are the International Currency for Connection.

"I have known Eddie Osterland for over 15 years and have had the great pleasure of partnering with him to do many events for my team, my branch office, my firm, and in my philanthropy.

I can say unequivocally that relative to every other type of client appreciation event we have tried, the degree of client enjoyment, satisfaction, and positive feedback we get from conducting events with Eddie is superior to all other types of entertainment or infotainment we have provided at client events. Particularly with our core clientele, high and ultra-high net worth families, his unique background and skills impress even the most experienced and worldly clients, and his world-class credentials and skills, his humor, and his knowledge come together in a spell-binding and supremely entertaining manner."

Kelly E Dougherty, SVP Vice President Wealth Management, Morgan Stanley

2. You want to stand out from your competitors.

High-net individuals are well-traveled and very experienced with food & wine. To attract these people you need to talk intelligently with them. As America's 1st Master Sommelier, Eddie will train your sales-people how to speak your prospect's language.

Eddie's workshops will provide your sales team the needed edge to excel over your competitors.

Power Entertaining tip: Serve the best 1st! People are impressed with food & wine in direct proportion to their level of hunger. Why wait to serve the best last. You need to hit them with the most egregious items in the first 15 minutes...and then, you own them.

3. Your clients aren't easily impressed by the "typical" receptions... you need something they've never seen before.

Eddie brings his knowledge to the forefront with food and wine experiences that your clients have likely never seen before... experiences that make them feel pampered, taken care of, and treated as special as they want to be treated.

When you show your clients something they've never seen before, they remember you. And when they remember you, they invest & refer.



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"We have engaged America's first Master Sommelier, Eddie Osterland to conduct our annual client appreciation dinner for the last 11 consecutive years. This is an enormous event involving nearly 200 people globally from Australia, the United Kingdom and Asia as well as from the New York tri-state area. Eddie has consistently entertained and educated our best clients in a fashion that is "World Class" in New York standards. We would highly recommend utilizing his services for any events where you need to impress your clients and friends. Clients tout this dinner as THE event to attend in New York City."

Rich Rauchenberger, Executive Vice President/General Manager New York Branch, National Australia Bank

4. You want more referrals

People do business with people they like. What are you doing to get people to like you and your firm? A round of golf, tickets to NFL/NBA, dinners at a fancy restaurant? That's what everybody else does. You need to have your clients and their friends experience one of Eddie Osterland's Quest for the Best events.

"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

5. You want someone to help you create connection between you and your clients... not just someone who comes in for the event and doesn't care about the outcome.

Eddie believes that Food & Wine are the International currency for connection. His dinners and receptions are the perfect vehicle to develop new and lasting relationships, which easily become annual events. With his help, you'll discover that you've generated new leads, new referral sources, and new lines of business because you connected with your clients in a meaningful way.



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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>