

# Wine Bullshit BINGO

*Do you keep falling asleep in sales meetings, sales pitches and seminars? Here is a way to change all of that!*

**How to play:** Check off each block when you hear these words during a sales meeting, pitch, or seminar/ When you get five blocks horizontally, vertically, or diagonally, stand up and shout BULLSHIT!!

<b>RS/TA/%</b>	<b>Incentive/DA</b>	<b>Luxury Brand</b>	<b>AM/French Oak</b>	<b>Bottom Line</b>
<b>Market Place</b>	<b>Fighting Varietal</b>	<b>WS/WA Score of...</b>	<b>Lees Aged/ Stirred</b>	<b>ON/OFF Premise</b>
<b>Good Value</b>	<b>Food Wine</b>	<b>Aroma/Flavor</b>	<b>By the Glass Price</b>	<b>Case Stacked</b>
<b>Med/Full Body</b>	<b>Medium/ Heavy Toast</b>	<b>Reserve...</b>	<b>Quality Driven</b>	<b>POS/Shelf Talker/Back Card</b>
<b>Turn off your cell phone/ pager</b>	<b>Allocations</b>	<b>Vineyard Designate</b>	<b>Good, Great Vintage</b>	<b>Similar To...</b>

## Testimonials from satisfied players:

“I had only been in the meeting for five minutes when I won.” ~Jack W. –Boston

“My attention span at meetings has improved dramatically.” ~David D. –Florida

“What a gas. Meetings will never be the same for me after my first win.” ~Bill R. –New York City

“the atmosphere was tense in the last process meeting as 14 of us waited for the 5th box.” ~Ben G. –Denver

“The speaker was stunned as eight of us screamed ‘Bullshit’ for the third time in 2 hours.” ~Kathleen L. –Atlanta