

Public Speaking 101
University of South Carolina Women in Business

OCTOBER 2026

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Introduction



GALLO

Introduction



Caroline Cavendish
Sales Leadership Development Program Manager

- From Spartanburg, SC
- Graduated from Clemson University (Go Tigers!) with a major in English and minor in Legal Studies
- Moved to Wilmington NC, Raleigh NC, Charleston SC, and now Tampa FL ☺

2019-2020 — SALES REPRESENTATIVE — Windham Distributing Co. Distributor of Fine Wines

2020-2022 — DISTRICT MANAGER — Johnson Brothers · Since 1953 ·

2022-2025 — MARKET DEVELOPMENT MANAGER — GALLO

2025-2026 — CHAIN MANAGER — BreakThru Beverage

August 2026 - present — SLDP MANAGER — GALLO

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SALES

LEADERSHIP DEVELOPMENT PROGRAM

GALLO® 101

If you've ever game-day'd with a High Noon, celebrated with Barefoot Bubbly, or seen your grandparents enjoy a glass of E&J Brandy, congratulations you've already supported Gallo!





THE E. & J. GALLO WINERY WAS FOUNDED IN 1933 BY BROTHERS, ERNEST AND JULIO GALLO AT THE AGES OF 23 AND 24, RESPECTIVELY. THEY HAD NO BUILDING FOR THEIR WINERY, AND THEY HAD NO EXPERIENCE IN COMMERCIAL WINEMAKING.

THE ONE ASSET THEY DID POSSESS WAS A RELENTLESS DETERMINATION TO SUCCEED.

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AT THE TIME, WINE WAS PERCEIVED AS A BEVERAGE CONSUMED ONLY BY THE RICH, POWERFUL AND ELITE.

ERNEST AND JULIO GALLO WANTED TO CHANGE THIS AND EMBARKED UPON THEIR MISSION TO DEMOCRATIZE WINE.

THEY WERE INSTRUMENTAL IN INTRODUCING AMERICAN CONSUMERS TO WINE AND CREATING THE MODERN U.S. WINE MARKET.



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Who We Are

Largest family-owned winery in the world

Over 130+ brands in wine, spirits, and beer.

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Accelerated Sales Program

Leadership, Grit, and Sales Ability

E&J Gallo Winery
SALES
LEADERSHIP DEVELOPMENT PROGRAM

100 years' experience

Been around for 100 years with award winning brands and career opportunities



We invest more in our people than any other wine and spirits company in the world, because sales starts with culture.

Why GALLO

Leadership path & mentorship

Resources to help you reach full career potential and find success through different avenues of the business
Hiring for Junior Internships and Senior Full Time positions

GALLO

Exposure to learn and sell top brands

Renowned training program and development

E&J Gallo Winery
SALES
LEADERSHIP DEVELOPMENT PROGRAM

Culture built on people, performance, passion

We're good at what we do, because we love what we do



We invest more in our people than any other wine and spirits company in the world, because sales starts with culture.

GALLO LEADS U.S. MARKET SHARE

1 IN 3 BOTTLES



OF ALL WINE SOLD IN THE U.S. IS A GALLO WINE

IRI, Total US MULO plus Sum of Liquor, 52 weeks ending 12-29-19, Manufacturer Volume Sales, Current Dollar and Volume and % Chg vs YA.

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SPIRIT OF GALLO CONTINUES TO CONTRIBUTE TO THE GROWTH OF THE SPIRITS INDUSTRY

Gallo is now the #2 Spirits Supplier by Volume in Circana!

Rank	Supplier	Volume (9L)	Share
1	SAZERAC CO	13,266,759	13.2%
2	GALLO	11,263,972	11.2%
3	DIAGEO	11,130,322	11.1%
4	BEAM SUNTORY	5,428,371	5.4%
5	PROXIMO SPIRITS	4,416,943	4.4%
6	PERNOD RICARD	4,047,579	4.0%
7	FIFTH GENERATION	4,043,136	4.0%
8	BACARDI USA	3,755,031	3.7%
9	HEAVEN HILL DISTILLERIES	3,409,026	3.4%
10	BROWN FORMAN	3,076,571	3.1%

Latest 52 Weeks Ending 7/7/24

IRI Total US MULO + Conv+ Liquor; Top Supplier by 9L cases 52 WE 7-7-24
Gallo is the #2 supplier by volume in IRI but #4 supplier overall when On Premise data is included

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Public Speaking

How to put your best foot forward!



Why does public speaking matter?

1. Builds confidence and leadership skills
2. Essential for career success (presentations, interviews, networking)
3. Helps convey ideas effectively and persuasively







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TYPES OF PUBLIC SPEAKING

- **Informative**
  - Classroom/Work presentations
  - Organization Elections
  - Elevator speeches
  - Interviews
- **Persuasive (selling)**
  - Selling your organization to gain more members
  - Upselling your guests as a waiter/waitress
  - Tour guides!
- **Entertaining**
  - Weddings
  - Formal events
  - Toasts!



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How to be the BEST public speaker...

OVERCOMING FEARS

- **Common Causes of Fear: Fear of failure, judgement, or forgetting content**



Strategies to Overcome -

- Practice and Preparation
- Focus on your message, not yourself
- Deep breathing and positive visualization

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KNOW YOUR AUDIENCE!!!

1. **Research your audience** – Who are they? What do they care about?

2. **Tailor your message** – What is the audience interests, needs, and wants?

3. **ENGAGE** – Give relatable examples and stores



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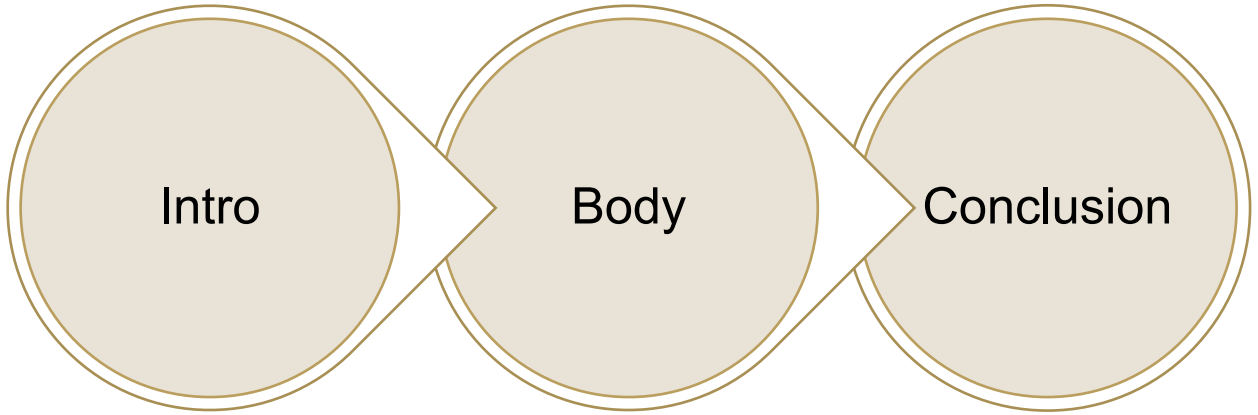
STRUCTURE YOUR SPEECH

1. **INTRODUCTION** – Hook the audience with a strong opening (quote, story, or question)

2. **BODY** – Present 2-3 main points with supporting evidence or examples

3. **CONCLUSION** – End with a memorable takeaway or call to action



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3 WAYS TO MASTER A PRESENTATION

1. **VISUAL (55%)** – How you look & what your audience sees

2. **VOCAL (38%)** – How you sound & what your audience hears

3. **VERBAL (7%)** – What you say & what your audience understands



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VISUAL...

VISUAL

Eye Contact

- 3 – 5 seconds per person
- The back wall is your friend

Facial Expression

- Smile! ☺

Gestures

- Use purposeful gestures
- Try not to play with your hands (or hair)
    - Clickers can help here

Appearance

- Always dress a step up – no one will ever say you look “too nice”
- Good posture

Movement

- Move with purpose
- 50/50 Rule



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VOCAL...

VOCAL

Three Dimensions of Your Voice:

Volume

- Speak Louder than you feel comfortable
- Project confidence and energy.
- Vary your volume to give your material impact



Rate/Pausing

- Speak 10-20% slower than you feel comfortable – The words will come.
- Pause – improves vocal quality and emphasizes material

Pitch

- Full Octave – Monotone kills the audience.
- Annunciate
- Ums & Ahs

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VERBAL...

WRAP UP'S AND TAKEAWAYS:

- **Handling Q&A's"**
  - Listen carefully to the question before responding
  - Be honest if you don't know the answer
  - Keep answers concise and relevant
- **Tips for you all!**
  - Use relatable examples and humor to connect with peers
  - Learn from others: Watch TED Talks and observe great speakers



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TIPS AND TRICKS

1. Phone a Friend
2. Record yourself
3. Adapt
4. Be yourself
5. Practice makes (mostly) perfect
6. Focus on connecting with audience
7. CONFIDENCE!



- So guess what we're going to do now…….

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THE SALES LEADERSHIP DEVELOPMENT PROGRAM (SLDP)
WE ALSO HAVE A SUMMER INTERNSHIP FOR JUNIORS!

SALES LEADERSHIP DEVELOPMENT PROGRAM

An accelerated sales program that trains highly motivated leaders to become future sales leaders at the E. & J. Gallo Winery

SALES LEADERSHIP DEVELOPMENT PROGRAM

3 PHASES & MERIT-BASED

This 3-tier, merit-based sales program starts you out within a fast-paced team that works directly with customers in the field.

Graduates from Sales LDP find success in positions all over the winery, both in corporate roles and field management

SALES & SALES MANAGEMENT

When you are accepted into the Sales Leadership Development Program (Sales LDP), you will have the opportunity to build your foundation in Sales and Sales Management. This experience will accelerate your career growth and prepare you for a career in Sales, Fine Wine, Distributor Management, and beyond.

ACCELERATED CAREER GROWTH

This experience will accelerate your career growth and prepare you for a career in Sales, Fine Wine, Distributor Management, and beyond.

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Caroline Cavendish

Sales Leadership Development Program Manager

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