

# Download Wine Sales Training Manual

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## The Definitive Wine Training Guide

New employee training should focus on the experience of tasting wine and clearly communicating to guests what to expect from a wine. Communication is key in sales, and selling wine is no different. The most important aspect of beginner wine training is giving novices the confidence to speak intelligently about wine to their guests.

## For the Introduction To Fine Wine manual

essential to even early success as an on-premise sales professional, the manual should be introduced at a much earlier time in the trainee's initial training. Much of . The Introduction To Fine Wine. manual is very Gallo specific, that is, it provides a great deal of information about how fine wines are typically made at Gallo.

## Waitstaff Wine Training

the wine. It may not be possible to taste the entire wine list, but wines by the glass should be tasted when possible and descriptions of wines by the bottle should be made available (most winery web sites have wine fact sheets available). Recommend Wine. Wine lists should be presented to the host rather than being placed on the table randomly ...