

WSQ Product Advisory (Provide Advice on Wines)

Course Overview

- Provide information on wines
- Advise on the selection of wine products
- Advise on storage of wine products

Course Outline

- Common terminologies used in relation to wine
- Wine making process
- Different types of wines
- Major wine making countries and wine produced from these countries
- Concept of wine aging
- Determine quality wine
- Using appropriate questioning techniques to establish customer's requirements
- Inform customers on wine promotions
- Locate and recommend wine products
- Interpret and present information on the labels of wine bottles
- Highlight features and benefits of wine products
- Provide advice on selection of wine products
- Quote customer prices and discounts
- Address customer's enquiries on handling and storing of wine correctly
- Explain the effect on wine if it is not stored correctly

Methodology

Lectures and hands-on practical sessions, group discussions and sharing, individual and group presentations and role play

Who Should Attend

Retail Assistant / Team Leader (Wine Department), Branch Executive, Branch Manager

Course Duration

2 Days / 16 Hours

Pre-requisites

NIL