

Sell & Up-Sell Wines and Other Beverages Workshop



Overview

This workshop is targeted at those working in the hospitality industry. To be able to sell, it takes more than just knowledge. You need the skills! A server is not only about serving your guests. A server is also a sales person! This workshop is about applying appropriate sales techniques and educating your guests about drinking better, going premium.

Objective

The participant will:

- understand the various ways to sell and up-sell.
- understand the importance of upselling.

Who Should Attend

- If you are a business owner or management of an establishment.
- If you are working in the hospitality industry and add skills set to your profile.

Duration

2.5 hours

Programme Outline

- Drink Less. Drink Better
- Ways to sell and up-sell
- Importance of up-selling
- Taking pride as a Professional

Fees

\$120 per person

Others

This skills set is transferable and not limited to wines and/or beverages.

For More Information

Please email us at courses@winelanguage.sg or call +65 8727 6650