

CELLAR DOOR TRAINING OPPORTUNITIES

Accredited Training Benefits

Undertaking training to develop cellar door sales skills will help your staff develop the specific skills, knowledge and confidence in wine sales to capture both the eye and the ear of your customer. Training that offers a balance of theoretical and practical approaches results in your staff not only learning these skills, but importantly experiencing the flavours of the industry and ultimately building on their passion for wine. After all, it is this passion that connects your brand with your customer.

Hands on skills training can include:

- Opportunities to assess and analyse cellar door operations
- Examining a wide range of customer service practices
- Wine tasting incorporating regional, interstate and international wines
- Analysis of various merchandising techniques

"When we train employees we expose them to a network of wine industry personnel, ideas, manufacturing, planning and processes in the premium wine regions of Australia. Our goal is to equip individuals with the knowledge and confidence to answer the questions they will get asked as a Cellar Door operator every day. "

Melanie Keynes, Lecturer, Wine Studies – TAFE SA, Barossa Valley Campus

Training Plans

Cellar door staff represent your brand. How they effectively communicate your brand is often a reflection on your staff training.

A training plan helps an organisation to identify the training needs of their employees in relation to the goals of their organisation. It is a framework for the delivery of services in a consistent and effective manner. A training plan reflects a holistic approach to planning and the implementation of targeted training. The plan is a detailed analysis of an employee's skills and knowledge, and tailors training to that employee.

TAFE SA delivers training that:

- complies with industrial regulatory and departmental standards
- is responsive to the needs of individuals and organisations
- incorporates OHS&W, social justice and equity legislative requirements and principles

Training plans are flexible and can be changed to meet the demands of an organisation. Maintaining a long-term customer focus is an integral part of the planning process.

Sample Training Plan for Cellar Door Sales Certificate II (Course Units)

- Provide Responsible Service of Alcohol
- Interact with Customers
- Conduct a Standard Product Tasting
- Perform Cellar Door Stock Control Procedures
- Implement OH&S Systems and Procedures
- Follow Work Procedures to Maintain Health & Safety
- Use Basic Mathematical Concepts
- Implement the Food Safety Plan and Procedures
- Evaluate Wines (Advanced)
- Implement Quality Systems and Procedures
- Follow Work Procedures to Maintain Quality
- Communicate Workplace Information
- Perform Effectively in the Workplace
- Present and Apply Workplace Information
- Merchandise Products
- Sell Cellar Door Products and Services

Food Processing (Wine) – Cellar Door Sales

At TAFE SA, Barossa Valley Campus, accredited training is offered in Cellar Door Sales at Certificate I, II and III levels and also the recently developed Diploma of Wine & Food. Certificate units can be delivered individually or form part of a training plan.

An example of an accredited Cellar Door sales unit providing a real solution for industry is Responsible Service of Alcohol, which is a mandatory requirement for anyone serving alcohol in some States. Units in the Certificate course provide employees currently working in the wine industry with the knowledge and skills to perform the routine procedures necessary for successful cellar door sales. Students have the ability to transfer that knowledge to a practical situation, meeting the demands of an active cellar door. Completion of the Certificate equips students with an in-depth understanding of the wine industry, and ultimately opens doors to greater career opportunities.

An overview of the course units includes:

Certificate 1

Compulsory Core Units

- Follow work procedures to maintain food safety
- Follow work procedures to maintain health and safety
- Perform effectively in the workplace
- Communicate workplace information
- Follow work procedures to maintain quality

Examples of Specialist Units

- Provide Responsible Service of Alcohol
- Apply point of sale handling procedures
- Interact with customers

Certificate 2

Compulsory Core Units

- Use basic mathematical concepts
- Implement occupational health and safety systems and procedures
- Present and apply workplace information
- Implement quality systems and procedures
- Implement the food safety program and procedures

Examples of Specialist Units

- Perform cellar door banking duties
- Evaluate wines (standard)
- Sell cellar door products and services
- Conduct winery and/or site tours
- Balance register/terminal
- Merchandise products
- Process cellar door debtors and creditors
- Perform cellar door stock control procedures
- Conduct a standard product tasting
- Promote wine tourism information
- Minimise theft

Certificate 3

Compulsory Core Units

- Monitor the implementation of occupational health & safety policies and procedures
- Report on workplace performance
- Monitor the implementation of quality and food safety programs

Examples of Specialist Units available for selection

- Operate retail information technology systems
- Co-ordinate promotional activities
- Co-ordinate winery hospitality activities
- Co-ordinate sales performance
- Evaluate wines (advanced)
- Conduct a specialised product tasting
- Co-ordinate interaction with customers

The important point to remember is that training can be tailored to your needs and assistance with funding through traineeships is available. A regional, or multi-winery approach, is an economical and practical way to access relevant training for your staff.

TAFE SA, or other training providers, can assist you with tailoring the certificates to reflect your needs and ensure you have staff trained appropriately from management level to tasting room casuals.

Case Study 1

Bronwyn Lowke – Cellar Door Supervisor, Cockatoo Ridge Wines

Bronwyn is a mother of four who recognised that the only way to improve her confidence in cellar door sales was further training. Fortunately Bronwyn's employer, Cockatoo Ridge Wines in the Barossa Valley recognised the value of training, enrolling Bronwyn and other staff in the Cellar Door Sales course at TAFE SA, Barossa Valley Campus.

Bronwyn says, "Cockatoo Ridge wanted their staff to be the best they can be when interacting with customers." She adds, "In a cellar door situation you have three seconds to grab a customer's attention. I know I have been given the tools to develop good relationships with our customers so they become return customers."

TAFE training has led to Bronwyn's promotion to a supervisory level. "The sense of achievement and pride in completing each level of the course is enormous." Bronwyn is set to begin her fifth and final stage of the course focusing on management skills.

"Initially I completed my Certificate 1 level to get into the industry, and my Certificates 2 & 3 were completed whilst working with Cockatoo Ridge," says Bronwyn. The flow on effect for Cockatoo Ridge is that each staff member who has undertaken training has the confidence to share his or her knowledge with other staff. Bronwyn admits that her initial study has created a passion for sales and marketing which she hopes to study at a degree level.

"As a supervisor I want my staff to know that they can go beyond what they are doing now", she says. "Ultimately it's a simple approach - nothing can be more important than the customer."

Case Study 2

Georgina Prout, Barossa Valley PR – Peter Lehmann Wines

Peter Lehmann Wines' hugely popular cellar door in the Barossa Valley is a repeated winner of state and national tourism awards.

"We're not just a winery, we're in the tourism industry," says Georgina Prout who heads up Public Relations in the Barossa Valley.

"We aim to have the best, most educated staff in wine and food," explains Georgina. "We take pride in our cellar door team because they are here to be the face of Peter Lehmann Wines."

According to Georgina all cellar door staff are highly trained, each undertaking courses through TAFE SA's Barossa Valley Campus including Responsible Service of Alcohol, Food Safety, Customer Service and Wine Evaluation.

"We are visited by customers from all over the world and across Australia, and we want to give them the ultimate food and wine experience," says Georgina. "This can only be achieved by giving customers the experience of well trained staff."

Having completed an Associate Diploma in Wine Marketing at Adelaide University, Georgina believes that further training has broadened her knowledge and previous study.

"Further training not only expands my knowledge but enables me to share my knowledge with other people, and prevents complacency about your own wines and region by encouraging you to extend your wine appreciation, be it regionally across Australia, or internationally."

"From the cellar door perspective, offering the same level of training to all staff results in a consistency in service to our customers," says Georgina.

Get Professional Advice & Training

Information for this section has been generously supplied by Melindy Bellotti from TAFE SA, Barossa Valley (see Contributors Section for Contact details).