



# CHEESE SALES LEVEL 1, 2, 3



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## CHEESE SALES LEVEL 1, 2, 3

### LEVEL 1\_\_INTRODUCTION TO CHEESE AND DAIRY PRODUCT SALES

#### PREREQUISITES

None

#### FOR

Head of a new project to create a cheese shop or a point of sale for cheese

New cheesemakers / affineurs / sellers

#### OBJECTIVES

- To learn about the components of milk
- To learn about the animal species linked to cheese production
- To understand the different manufacturing technologies for each cheese family

#### PROGRAMME

- "Terroir" and pastures
- Milking
- Milk as raw material
- How milk is treated
- Cheese families

#### ORGANISATION

Educational and technical resources:

- Supplementary material
- Theoretical presentations

System for monitoring the implementation of the evaluation of training results:

- Attendance sheets
- Training evaluation forms

**Duration:**

1 day | 4 hours

**Taught by:**

Malen Sarasua

**Registration:**

€ 190



## CHEESE SALES LEVEL 1, 2, 3

### LEVEL 2\_\_THE BASICS OF CHEESE SALES

#### PREREQUISITES

Must have completed Level 1 or be able to prove knowledge about the topics covered in Level 1

#### FOR

New sellers  
Experienced producers

#### OBJECTIVES

- To learn the characteristics of a selection of cheeses with PDO
- To master cutting and folding techniques
- To give a speech about a product using sales techniques
- To learn the techniques for receiving cheese and dairy product deliveries
- To store cheese and dairy products according to each product's characteristics, method of preservation and stock rotation
- To enhance product quality
- To learn how to cut and package cheese and dairy products according to the Good Hygiene Practices guide
- To learn how to greet the customer and identify their needs

#### PROGRAMME

- Development of a range of cheeses and dairy products
- Operation of a refrigerated display case
- Setting up a shop
- Cutting and folding
- Storage and rotation of dairy products
- Shop hygiene
- Sales techniques

#### ORGANISATION

Educational and technical resources:

- Supplementary material
- Theoretical presentations along with hands-on workshops or examples

System for monitoring the implementation of the evaluation of training results:

- Attendance sheets
- Training evaluation forms



**Duration:**  
3 days | 12 hours



**Taught by:**  
Malen Sarasua



**Registration:**  
€ 490



## CHEESE SALES LEVEL 1, 2, 3

### LEVEL 3\_\_“MONS EXPERIENCE” in cheese marketing

Visit to MONS FROMAGER AFFINEUR facilities  
(Saint Haon le Châtel, France) to see and experience first-hand the  
way Mons works as a cheese affineur and marketer

#### FOR

Cheesemakers and shops with previous experience

#### OBJECTIVES

- To master the principles of cheese affinage
- To master the principles of point-of-sale management
- To set-up organisational tools
- Team management
- To produce an attractive cheese and dairy  
product presentation
- To implement the right sales events

#### PROGRAMME

- Application of affinage techniques
- Management tools: inventory, sales price calculation, margin calculation, till,  
staff planning.
- Staff management Customer service
- Management of cheese products: conservation and aging in the shop
- Cheese trays, tasting workshops

#### ORGANISATION

Educational and technical resources:

- Supplementary material
- Theoretical presentations
- Hands-on workshops

System for monitoring the implementation of the evaluation of training results:

- Attendance sheets
- Training evaluation forms



#### Duration:

2 days



#### Taught by:

Laurent MONS

Translation and  
assistance by **Malen  
Sarasua** (Head of the  
Leartiker Dairy Centre))



#### Registration:

€ 1,500

+ travel costs  
and accommodation

