



FUNDAMENTALS OF CHEESE SALES

3-Day Immersive Training Program

A three-day immersive training course designed for professionals who wish to acquire or strengthen the skills required for specialized cheese retailing, combining product knowledge, sensory analysis, sales techniques, and practical experience in specialized retail environments.

Next session: Please refer to the annual training calendar of Leartiker Dairy Centre and MONS Formation.

Final dates will be announced when registration opens for each edition. Places are limited to ensure optimal participation in practical activities and individualized support.

REGISTRATION FEES

Tuition Fee: €2,000

The fee includes:

- Training delivered by the MONS Formation team.
- Translation and support provided by Leartiker Dairy Centre.
- Training materials and technical documentation.
- Practical affinage workshops.
- Technical visits included in the program.
- Accommodation during the three days of training.
- Breakfasts and lunches.
- Tastings and sensory analysis activities.

Dinners and travel expenses to France are not included.



TARGET AUDIENCE

- Managers and staff of specialty cheese shops.
- Cheesemongers and specialized sales professionals.
- Producers who market their own cheeses directly.
- Managers of cheese counters or self-service cheese departments.
- Distributors and food service professionals wishing to expand their knowledge of cheese sales and customer recommendations.

LEARNING OBJECTIVES

Upon completion of the training, participants will be able to:

- Understand the influence of origin, terroir, and animal feeding practices on cheese characteristics.
- Develop sensory analysis skills applicable to cheese sales.
- Properly manage the reception, storage, and preservation of cheeses.
- Apply professional cutting and presentation techniques.
- Design a balanced product range adapted to different customer profiles.
- Improve communication and sales argumentation skills.
- Optimize the layout and organization of a cheese retail space.
- Transform technical cheese knowledge into tools for sales growth and customer loyalty.



DETAILED PROGRAM

DAY 1 – PRODUCT KNOWLEDGE AND BASIC SALES TECHNIQUES

Time	Content
09:00 – 10:00	Participant reception and course introduction
10:00 – 10:30	Initial knowledge assessment
10:30 – 11:30	Terroir, pastures, and cheese origins: how they influence product quality and typicity
11:30 – 12:30	Introduction to sensory analysis applied to sales
12:30 – 13:30	Sensory workshop: discovery of the main cheese families
13:30 – 14:30	Lunch break
14:30 – 15:30	Reception, storage, and preservation of cheeses
15:30 – 17:00	Fundamentals of cutting, portioning, packaging, and commercial presentation. Practical exercises



DAY 2 – PRACTICAL EXPERIENCE IN A RETAIL ENVIRONMENT

Time	Content
06:30 – 12:30	Practical workshop in a specialty cheese shop: goods reception, product display, handling, cutting, packaging, and customer service
13:00 – 13:45	Sensory workshop: identification and description of cheese families
14:00 – 15:00	Lunch break
15:15 – 16:00	Technical visit to a specialty shop and analysis of commercial strategy, product presentation, and customer service

DAY 3 – COMMERCIAL MANAGEMENT AND SALES TECHNIQUES

Time	Content
08:00 – 11:00	Building a cheese range, sales techniques, service quality, and cheese counter and shelf merchandising
11:30 – 12:15	Technical visit to ripening and logistics facilities
12:15 – 13:00	Sensory workshop: comparative tasting and commercial argumentation
13:00 – 14:00	Lunch break
14:00 – 15:00	Storytelling and cheese communication ("Fromabulary"): how to tell the product's story to sell it more effectively
15:00 – 15:30	Final knowledge assessment
15:30 – 16:00	Training review and conclusions



TECHNICAL CONTENT

Module 1. Cheese Culture and Product Knowledge

- Terroir, pastures, and production systems.
- Cheese families.
- Typicity, origin, and differentiation.
- Protected quality cheeses and regional specialties.

Module 2. Sensory Analysis for Sales

- Tasting methodology.
- Description of aromas, textures, and flavors.
- Identification of consumer profiles.
- Translating technical language into sales arguments.

Module 3. Management and Preservation

- Goods reception.
- Quality control.
- Storage and preservation.
- Stock rotation and inventory management.

Module 4. Cutting and Commercial Preparation

- Cutting techniques according to cheese type.
- Portioning.
- Presentation and packaging.
- Reducing waste and optimizing product value.

Module 5. Building a Cheese Range

- Product selection.
- Balance among cheese families and technologies.
- Adaptation to different customer profiles.
- Assortment and seasonality management.



Module 6. Sales Techniques and Customer Service

- Active listening and need identification.
- Personalized recommendations.
- Cross-selling.
- Objection handling.
- Customer loyalty development.

Module 7. Merchandising and Display

- Cheese counter organization.
- Shelf layout and product placement.
- Visual product presentation.
- Customer journey and shopping experience.

Module 8. Storytelling and Cheese Communication

- Building a commercial narrative.
- Communicating origin and production methods.
- Differentiation arguments.
- Creating added value through the product story.

METHODOLOGY

The training combines:

- Theoretical presentations.
- Sensory analysis workshops.
- Practical demonstrations of cutting and presentation techniques.
- Immersion in specialty cheese shops.
- Technical visits.
- Practical sales case studies.
- Initial and final assessments to measure knowledge progression.



ORGANIZATION

Instructors: The program will be led by **Laurent Mons**, one of the most respected figures in the international cheese industry. As **Director of MONS Formation** and a member of the leadership team of **MONS Fromager Affineur**, he is widely recognized as an ambassador of cheese culture and expertise in affinage. With decades of hands-on experience, Laurent combines technical excellence, deep product knowledge, and a unique vision of cheese ripening and quality.

His expertise in cheese selection, affinage, retail strategy, and customer experience has played a key role in building the international reputation of the MONS network. Through this training, participants will gain first-hand insight into the methods, commercial approach, storytelling techniques, and quality standards that have made MONS one of Europe's most renowned names in the world of cheese.

Coordination, Translation and Support: led by **Malen Sarasua** accredited trainer and member of the **MONS Formation** through **ESNEKI Dairy Centre**, the delegated centre for Spanish-speaking countries. With extensive experience in the dairy and cheese sector, she acts as a key link between MONS Formation and Spanish-speaking professionals, facilitating access to the renowned MONS methodology and expertise in cheese affinage.

Duration: 3 days.

Location: MONS Formation and specialized MONS Fromager Affineur retail outlets (Saint Haon Saint-Haon-le-Châtel, France).

Places are limited to encourage hands-on learning and direct interaction with professionals specializing in cheese sales.