

TRAINING

SALES ADVICE IN THE HEART OF THE BAKERY



The sales advisor is on the front line in a bakery. It is in the store that the link is created between customers and products. Enhancement through quality is a daily art.

Foricher company does everything in his power to transmit you what you need and accompanies you throughout the success way, step by step.

Because each flour needs a specific know-how, because only excellence makes difference, Foricher company does not conceive of the relationship without training.

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Indépendant & committed miller dedicated to artisan

TEACHING OBJECTIVES AND BENEFITS

- Enrich the knowledges and techniques that help you to develop sales performance
- Build arguments adapted to your customers requests
- Take care of the professionnel vision of your company
- Energize and animate your store
- Enhancement of production of breads and viennese pastries
- Learn more about Laws and regulations in force to apply in store

PREREQUISITE

- Have a sales youth Training Food product option or in link with sales or catering
- Prepare the diploma

PUBLIC

- Seller
- Store manager
- Future entrepreneur being installed

TRAINING DURATION

- 1 Day : from 8 :00 am to 6 :00 pm

TRAINING SITE

- In the bakery equipped with the production unit of Foricher - Mills :
Le Moulin des Gaults - Lieu-dit Les Gaults - 45500
POILLY-LEZ-GIEN - FRANCE

PARTICIPANTS

- From 4 to 10 people

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TEACHING METHODS

- Alternation of theory and practice with a major proportion of calibrated exercices with progressiv difficulties
- Presentation and explanation of products made with our ranges of flour
- Questions through participatory exercices individual or common
- Presentation and detailed explanation of re-cipes
- Work in autonomy, in common and in pairs

DATES from August to December 2020

- July : the 6th and the 20th
- August : the 24th
- September : the 7th and the 19th
- October : the 5th and the 19th
- November : the 2nd the 16th and the 30th
- December : the 1st and the 7th

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