You should review each chapter on the weekly schedule with your trainer or manager to monitor your understanding of the material and to make sure that you are thoroughly aware of corresponding distributor sales practices. All Check Your Understanding quizzes at the end of each chapter should be completed after reading each chapter. Any Field Exercises associated with a chapter should not be completed until noted on this schedule beginning with your second week.

**WEEK ONE**

**Training Assignment**

Read entire Manual and complete and review the *Check Your Understanding* quizzes at the end of each chapter. Fill in the date corresponding to the Monday for the beginning of each week on this Training Schedule.

Reread Chapter 7, *The E. & J. Gallo Winery* and Chapter 2, *The Role of the Sales Representative* before the beginning of the second week. Prepare for a review of this material with your manager or trainer.

NOTE: Since neither Chapter 3, *The U.S. Wine Market*, or Chapter 4, *From Vine to Wine*, will be reviewed on this schedule, you should make sure that you become very comfortable with this material during the first few weeks on the job.
Retail Sales Training Program – 
Eight Week Training Schedule (continued)

**WEEK TWO**

Week of: (Monday)

**Training Assignment**

Study: Chapter 8, *Gallo Table Wines*

Reread: Chapter 9, *Gallo Products*

Reread: Chapter 10, *Gallo Fine Wine Programs*

Reread: Chapter 20, *Ten Steps To A Complete Sales Call*

Review any distributor forms that may be included in Chapter 24, *Distributor Forms*.

**WEEK THREE**

Week of: (Monday)

**Training Assignment**

Study: Chapter 21, *Professional Sales Presentations – Part I*

Study: Chapter 22, *Professional Sales Presentations – Part II*

Study: Chapter 18, *Consultative Selling*

Complete and review Field Exercise for Chapter 22. Prepare for a review of this material with your manager or trainer.

**WEEK FOUR**

Week of: (Monday)

**Training Assignment**

Reread: Chapter 19, *Getting To Know Your Retailers And Their Accounts*

Reread: Chapter 23, *Sales Territory Management*

Complete and review Field Exercise for Chapter 19. Prepare for a review of this material with your manager or trainer.
Week of: (Monday)

**WEEK FIVE**

Training Assignment

Reread: Chapter 17, *Pricing Fundamentals*

Reread: Chapter 11, *Sales Principles*

**WEEK SIX**

Training Assignment

Reread: Chapter 12, *Sales Through Shelf Management*

Reread: Chapter 13, *Sales Through Cold-Box Management*

Complete and review Field Exercises for Chapters 12 and 13. Prepare for a review of this material with your manager or trainer.

**WEEK SEVEN**

Training Assignment

Reread: Chapter 14, *Sales Through Display Management*

Reread: Chapter 16, *Using POS To Increase Sales*

Complete and review Field Exercise for Chapter 14. Prepare for a review of this material with your manager or trainer.

**WEEK EIGHT**

Training Assignment

Reread: Chapter 15, *Sales Through Cross Merchandising*

Complete and review Field Exercise for Chapter 15.
Work-With Training Topics

» Overcoming objections – RACC method
» 9 Shelf standards
» Meal Solution opportunities
» Cross Merchandising
» 5 Display Standards
» Traffic Patterns – Pass & Pause locations
» Knowing Department Managers – Meat, Deli, Produce, Bakery, etc.
» 4 Parts to A Sales Presentation
» Selling Multiple Floor Display Programs
» Selling Cold Box Changes
» Organizing Sales Presentation Materials
» Organizing Administrative Materials
» Organizing the Car
» Proper use of Shelf and Display POS
» Understanding and Selling Proper Shelf Adjacencies
» 10 Steps to a Sales Call – Benefits and Importance
» Time Management
» Night Before Preparations
» Surveying For Opportunities – All 5 Standards
» Setting Short Term & Long Term Objectives by Account
» Tracking and Recording Account Improvements
» Calculating Pricing – Mark-Up & Margin
» Preparing and Using a Profit Sheet
» Learning Customer’s Hot Buttons or Key Appeal Points

» Tailoring Your Presentation for Individual Customer
» Competitive Distributors and Products They Sell
» Tracking & Selling Distribution of New Items
» Obtaining & Using Scan Sales Data Effectively
» Creating and Presenting Business Reviews to Accounts
» NO Does Not Mean NEVER
» Understanding Retailer Problems – Help, Inventory, Shrink, etc.
» Use of visuals
» Turning objectives into sales
» R.A.C.C
» Why wine is important and why wine should have the number one location
» Selling mass
» Effective Planning
» S.I.E.R.A.
» How to sell against competitive brands
» Importance of Cross Merchandising
» Working as a Sales/Business Consultant
» Importance of Merchandising
» Leveraging current ad in support of sales
» Pre-selling seasonality
» Need Based Selling
» Importance of Brands
» Margin v. Velocity
» Importance and effectiveness of control systems
» Wine Regions of the World, e.g. South Africa