

guglielmo.rocchiccioli@gmail.com www.sommelierguglielmorocchiccioli.com/blog/

5. Sommelier and customer

After working in the backstage of the establishment, in the office and in the wine cellar, the Sommelier will enter the dining room where he will make contact with the clients by showing most of his skills.

One of the main functions of the Sommelier is to be on the same wavelength as the customer, just to be able to meet his requirements.

The sommelier should know all the details about communication and sale; he will have to improve his professional competence either by attending refresher courses or with work experience.

The last important requirement for a professional Sommelier is to know perfectly the situation of the bottles stock in the wine cellar.