

WORKSHOP – “Selling luxury”

ENROLMENT FORM

Training Venue : Corinthia Hotel, Whitehall Pl, Westminster, London, SW1A 2BD United Kingdom

Date : November 4 - November 5

Course times : 10am to 5pm

Please complete **ALL** the following sections

PLEASE COMPLETE THIS FORM 1) DIGITALLY (Using Adobe Reader) OR 2) BY HAND AND SCAN, SIGN AND RETURN TO US VIA EMAIL to: administration@britishbutlerinstitute.com

REGISTRATION FORM - 2019

First Name

Surname

Address

Post code

Email

Home Telephone

Mobile

Next of Kin (In case of emergency)

Phone

Company Name

Indicate your general health: Fair Good Excellent

Are you on any medication that we should know about?

Dietary requirements

How did you hear about the “Selling Luxury” Workshop?

**** Visa for students from abroad must be applied for by the applicant ****

ABOUT:

“SELLING LUXURY” IS THE FIRST WORKSHOP IN LONDON TEACHING LUXURY INDUSTRY SERVICE STANDARDS.

When you represent a luxury brand, you not only sell a product, but also sell an experience. Luxury brands are a lifestyle that potential clients aspire to and dream of. Whether based on quality, distinction, exclusivity or price - to sell that lifestyle sales representatives need a sophisticated set of skills in order to design the right image.

For the first time in London, *Luxury Adviser Group* together with *The British Butler Institute* offers a two-day luxury workshop which guides luxury representatives through the techniques needed to “work” with today’s sophisticated consumer and directs them to complete a purchase. We teach how to exceed expectations and appeal to the inner emotions and desires of the most demanding customer.

Luxury Adviser Group and *The British Butler Institute* present a step-by-step approach that covers every moment, from the first encounter with the client, to maintaining and keeping a special relationship with him after leaving the location. Combining demonstrations and interactive sessions, “Selling Luxury” workshop will give the luxury representative the essence of the brand by developing customer relationships and giving them the experience of a luxury brand.

“Selling Luxury” is an interactive luxury session that focuses on the transfer of knowledge through exchange of experience. The workshop is structured in two days, focused on case studies, examples of good practice and analysis, followed by interactive sessions of moderate questions and responses, thus giving participants the opportunity to adapt content to their specific problems and concerns, increasing the usefulness and relevance of sessions.

And last but not least, you will have the opportunity to socialise and exchange ideas and impressions with the participants at the workshop, representatives of successful companies, savouring the snacks and beverages provided by our partners during breaks between sessions.

Consumers expect three things from a luxury brand: Generosity; Expertise; Trust. Once implemented, these areas of focus have significantly increased the turnover of companies, whether they come from the Jewellery, Watch, Fashion, Cosmetics or Hospitality industries, to name but a few.

To whom it may concern

“Selling Luxury” workshop addresses those who want to be involved in the luxury industry, as well as those already active in the field - discussing and approaching topics that are essential to better understand luxury.

Purpose

The main purpose of this workshop is not only to inform, but also to educate the market regarding luxury industry. Lack of knowledge and experience is still a sensitive point when it comes to exclusive services and personalised approaches.

Therefore, this is an opportunity to take the first step towards providing a necessary methodology for knowledge, which will lead to a better performance in the field.

Benefits of participation:

- You will understand and refine your idea of the universe of luxury
- You will identify and then adopt the attitude and behavior that deliver the values of luxury in customer relationships
- You will discover and feel the importance of personal and sensory dimensions in each of the experiences offered to customers
- You will understand how to improve the quality of services - assess, guide and improve everyday
- You will be able to focus on the human and aesthetic dimensions, the pillars of excellence in customer relationship
- You will be able to identify new market opportunities that fit your business.
- You will learn the luxury selling ceremony
- Prestigious British Butler Institute & Luxury Adviser Group certification

COURSE DETAILS, VALUE & CONDITIONS

Time: 4-5 November, 2019

Schedule: 10 AM – 5 PM

Included: coffee break, lunch, venue

Training Venue: 50 Buckingham Palace Road, London, SW1 W0RN United Kingdom

Closest Station:

Victoria Underground Station.

Course Value:

The 2 day course value: £575+ VAT

Fees are in GB Pounds inclusive and 50% deposit is required on booking, balance of fees is to be paid in full one month prior to commencement of the course. By paying for the course you accept our terms and conditions.

Reclaiming VAT: There is a possibility of reclaiming the VAT if your booking is made by a business or company. In this instance they can apply to reclaim the VAT in their registered country.

PAYMENTS

You may either pay via Credit Card / Debit Card / PayPal using our on-line system or via direct transfer into the following account:

Account Name: TBBI Ltd
Bank name: Lloyds Bank
Account Number: 37897168
Sort Code: 309871
BIC/SWIFT CODE: LOYDGB21006
IBAN: GB16 LOYD 3098 7137897168

Bank Address: Lloyds Bank TSB, 113 – 117 Oxford Street, London W1D 2HW, United Kingdom

Money or deposits are not refundable

Notes:

- All students will need a notepad and pens
- No laptops, tablets or mobile phones may be switched on during class
- **We advise students who wish to enroll on our “Selling Luxury” workshop to send their application form and deposit as soon as possible. We cannot guarantee a place on this course until we receive both the enrolment form and the deposit!**

CONFIRMATION

This is to confirm that these details are accurate and I commit to full attendance on the British Butler Institute Course and to the terms and conditions (listed below).

Once this is done Payment can be made by credit card or paypal through the website or as a direct deposit into our account. Once monies are received an invoice and receipt will be issued.

If payment made via direct deposit - proof of payment (50% Deposit or full amount) and this enrolment form to be emailed to administration@britishbutlerinstitute.com

Date

Signed

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SCHEDULE

DAY 1

- The Universe of luxury. This is an introduction to the luxury industry, luxury culture and luxury as a product. We will establish what is NOT luxury and discuss what are the luxury conglomerates.
- Statistics about luxury industry. Insights about luxury industry globally and locally.
- The Paradoxes of Luxury. In order to gain success in a luxury brand, you have to follow elements that are contrary to traditional market strategy. That is price, distribution, time, function, production, rarity, CRM and communication. What are the characteristics of a luxury product? How to recognise and what are the main elements that define a luxury product?

- How to build a luxury brand. Are you an entrepreneur and want to build a luxury brand? Here are some 20 insights towards the company of your dreams.
- The Luxury Consumer. The luxury consumer is a very special individual that has special needs and expectations. Who is the modern luxury consumer and how to keep the loyalty of such of consumers, these are the questions we are going to answer.
- Enter the VVIP World. A lesson to open the mind to the lifestyles and expectations of the wealthy and super wealthy.
- Building relationships. A sales consultant should not pressure or persuade people to buy a product. A luxury sales expert is an advisor - an expert product consultant who acts on behalf of the client's benefit. We train the mindset to establish a person-to person relationship as opposed to a sales person-to-customer relationship.
- Polished movements and deportment. We teach the essentials of deportment. elegance, grace, poise and high self-esteem. Confidence is emitted from the way you stand, walk and sit.

DAY 2

- Meet and greet. Teachings on unobtrusive and effective meet and greet.
- Confident conversation. Training for staff to understand incredibly important life skills that can give confidence to any occasion.
- Polished language skills. We teach the use of a simple yet effective vocabulary and reiterate its inherent qualities. "The value of this product is £3500".
- Eye for detail. For example, instead of ending a sentence with the price of a product, the sales professional should use the word "Value". You will develop an eye for detail to bolster customer service quality. Training includes the immediate sales environment.
- Correct service protocol. More business is lost by faux pas than you may realise. We teach skills that minimise faux pas in luxury retail sales. A professional sales consultant should have a check list of techniques to anticipate any consumer request.
- Understanding the nature of self-confidence. Self-confidence is an unseen quality and accurate yard stick of human performance and happiness. We examine this subject and look at both self-confidence and esteem.
- Listen and act. Luxury selling is the ability to act upon simple clues from the client in order to enhance their experience.
- Luxury Retail. The sales agent is the most important person in a luxury company. They are the one delivering the product to the end consumer.

DEFINITIONS / TERMS & CONDITIONS

1 DEFINITIONS

1.1 In this contract the following definitions apply;

“Company” means The British Butler Institute, of Castlewood House, New Oxford Street, London WC1A 1DG.

“Student” means the individual who is attending a Course run by the Company.

“Training” means teaching undertaken by the Company. “Course” means a period of time where the Company will be undertaking training of the Student.

“Relevant Course Fee” means the fee that has been agreed between the Student and the Company for the relevant Course. Costs for accommodation and travel expenses are not included.

“Authorised Personnel of the Company” Includes all tutors including personnel employed by The British Butler Institute and also external consultants offering specific training.

1.2 Unless the context requires otherwise, references to the singular include the plural.

1.3 The headings contained in this Contract are for convenience only and do not affect their interpretation.

2 THE CONTRACT

2.1 These terms and conditions constitute the Contract between the Company and the Student and are deemed to be accepted by receipt of a completed application form together with a deposit of the Relevant Course Fee.

3 PAYMENT TERMS / CANCELLATIONS AND REFUNDS

3.1 The Relevant Course Fees will be outlined to the Student.

3.2 All courses are non-residential and the Student must be Responsible for making his/her own arrangements for Accommodation and travel at his/her own expense.

3.3 Full payment of the Relevant Course Fee is required to secure a place on a course.

3.4 The Relevant Course Fee is payable in full 30 days in advance of Course start date.

3.5 Unless the Relevant Course Fee is paid in full 30 days in advance of the Course start date, the Company reserves the right to refuse admission to the Course and to allocate the place to another person.

3.6 A deposit of 50% is required with enrolment. All amounts paid are non refundable, however they can be credited towards the next similar course within a year period from the date of deposit, however if a students cancels a course 7 days before commencement then there is no refund and the amount cannot be credited to a similar course within a year period.

3.7 Photos of students will appear on our website as well as TV and other productions will be featured on our website which have been taken during the course. Should a student not wish to have photos or any other production on The British Butler Institute website, then this must be in writing before the course starts.

3.8 Should the minimum number of students not be achieved to run the course, students will be advised 3 weeks prior to the start of the course and The British Butler Institute will refund the amount paid only. No other expenses will be refunded whatsoever.

4 COURSE MATERIALS AND COPYRIGHT

4.1 The Course fee includes the cost of all other materials which are supplied before and during the course.

4.2 Company is the copyright owner of all course materials with the exception of materials clearly published by third parties. The Company's copyright materials may only be used by the person attending the Course for their personal use and not be passed onto a Third Party.

4.3 The British Butler Institute will send you a copy of the curriculum, thus on payment you acknowledge, the course content and are happy with the curriculum.

4.4 The course content may vary due to unforeseen circumstances and training venue may change from time to time.

5 ASSESSMENT AND CERTIFICATES

5.1 Assessment is continuous during all courses and will be conducted by Authorised Personnel of the Company. Students must reach accepted levels of skills in order to be awarded the prestigious Certification. The decision to award certificates is made by The British Butler Institute Principal and all decisions are final.

6 EQUAL OPPORTUNITIES

6.1 The Company adheres to a strict Equal Opportunities Policy in the provision of its training.

7 FUTURE OPPORTUNITIES

7.1 The Company does not guarantee to find a Student work following the provision of training.

7.2 If a Student seeks employment and wish to enlist the services of The British Butler Institute they must register independently with Recruitment The British Butler Institute.

8. LIABILITY

8.1 The Company shall not be liable under any circumstances for any loss, expense, damage, delay, costs or compensation (whether direct, indirect or consequential) which may be suffered or incurred by the Student arising from or in any way connected with the Company providing training. For the avoidance of doubt, the Company does not exclude liability for death or personal injury arising from its own negligence.

8.2 Tea and Coffee as well as biscuits will be provided on the Course. It is the responsibility of the Student to clearly indicate any food allergies or special dietary requirements to the Company prior to the commencement of the Course. The Company cannot accept any liability for illness as a result of non-disclosure of this information.

8.3 The Company will comply fully with its responsibilities of all aspects of Health and Safety legislation. 9LAW

9.1 This contract is governed by the law of England & Wales and is subject to the exclusive jurisdiction of the Courts of England & Wales.