

SELLING LUXURY

WORKSHOPS

London

November 2019



LUXURY ADVISER GROUP
PRACTICE OF EXCELLENCE

“SELLING LUXURY”

FIRST WORKSHOP ABOUT LUXURY INDUSTRY IN LONDON

When you represent a luxury brand, you don't 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.

Luxury Adviser Group together with The British Butler Institute offers luxury trainings which guides luxury representative to the techniques needed to "work" with today's sophisticated consumer and directs him 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 change 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, they have significantly increased the turnover of companies, whether they come from areas such as Jewelry, Watch, Fashion, Cosmetics or Hospitality.

“SELLING LUXURY” WORKSHOPS

To whom it is concerned

"Selling Luxury" workshop addresses to those who want to be involved in the luxury industry, as well as to those already active in the field, discussing and approaching topics that will be essential in better understanding 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.

The special way a luxury product is delivered is essential and translates into:

- **Excellent communication skills, accompanied by the best knowledge;**
- **Ability to connect with people and to prove generosity and trust;**
- **Gravitas and exceptional presence.**

Benefits of participation

- You will understand and refine your idea of the universe of luxury;
- You will identify and then adopt the attitude and behaviour 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

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DAY 1 - SCHEDULE

TIME: 10 AM - 5 PM

NO. OF PARTICIPANTS: 50

▶ **The Universe of luxury**

This is an introduction to the luxury industry, luxury culture, 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. A confidence is emitted from the way you stand, walk and sit.

DAY 2 - SCHEDULE

TIME: 10 AM - 5 PM

NO. OF PARTICIPANTS: 50

▶ **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 range of simple yet effective vocabulary. For example, instead of ending a sentence with the price of a product, the sales professional should use the word "value" and reiterate its inherent qualities. "The value of this product is £3500"

▶ **Eye for detail**

Developing 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.

▶ **Anticipation and consistency techniques and successful fulfilling of consumer request**

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 that is a more 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 enact on what the client says that are simple clues to enhancing the experience of the client to another level.

▶ **Luxury Retail**

The sales agent is the most important person in a luxury company. He is the one delivering the product to the end consumer..

SPEAKERS

MR. GARY WILLIAMS

- Principal of The British Butler Institute
- Graduated Ivor Spencer International School for Butler Administrators in Dulwich, London
- Former Head of Butler and VIP guests at The Ritz London
- Head Butler for Studley Royal House. Following this position Mr. Gary Williams worked for many discerning clients around the world, including members of Royal families, Captains of Industry, Prime ministers, Russian and Chinese Oligarchs, Principals of British and International industry, IT billionaires, famous musicians and artists, and many more as Head Butler.
- Head Butler at the Brazilian Embassy in London
- Founder of Quintessentially Butlers, part of the Quintessentially Group
- The clientele established under Mr. Williams guidance includes The Four Seasons Hotels, The Oberoi Hotels, Mukul Resort, Ritz London, Wellesley London and many more. Vistajet crew for jets, some of the most prestigious superyacht crews in the world including "Madame Gu" which won superyacht of the year, Universities across the world including OXFORD university in England and many more.





TATIANA BALABAN

- Founder of Luxury Adviser Group
- Promoter of luxury and lifestyle brands
- Adviser, consultant and advocate of luxury brands values and integrity
- Co-worker at the most prestigious brands like Louis Vuitton, Gucci, Goyard, Jimmy Choo and Saint Laurent
- Former Executive Editor at Luxury Magazine
- Specialist in Customer Relationship Management and excellence in luxury services
- Counsel of proper luxury products delivery towards customer satisfaction
- Author of the first publication in Eastern Europe about luxury industry: THE LUXURY BOOK
- Graduated Euro-MBA of Luxury Brand Management at INSEEC, Paris
- Official Certified Trainer at Extreme Training
- Five-lingual and multi-cultural environments oriented person

Contact

MR. GARY WILLIAMS

Gwilliams@BritishButlerInstitute.com

+44 7403 445 222



Bearer of The Crest®
BRITISH BUTLER INSTITUTE
AUTHORISED LICENSEE

TATIANA BALABAN

Tatiana@Luxury-Adviser.ro

+44 758 6520 645


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