

Contents

1	Introduction	1
1.1	Why Did You Choose This Book?	1
1.2	We Are Selling Every Day	1
1.3	Selling Is Not Always Easy	2
1.4	Luxury Creations Are About Exceptional Purchases	3
1.5	High Value Products Imply A Real Decision Making Process	4
1.6	Complicated Products Entail Cautious Decision Making Processes	4
1.7	Emotional Products Imply That The Decision Making Process Is Not Always Rational	5
1.8	Selling Is Great!	6
2	Be Luxury	9
2.1	Luxury Look	9
2.1.1	Be Clean And Neat	9
2.1.2	Be Perfectly Dressed	11
2.1.3	Be Sophisticated, Simply	12
2.1.4	Smelling Nice	13
2.2	Luxury Speaking	13
2.2.1	The Gentle Tone Mode	14
2.2.2	The Natural Posture	14
2.2.3	Converse Rather Than Broadcast	15
2.2.4	Be Precise	16
2.2.5	Enrich Your Vocabulary	16

2.2.6	Enlightening Your Expressions	17
2.2.7	Go Further	17
2.3	Luxury Gestures	18
2.3.1	Be Aware And Keep Control	18
2.3.2	Be Graceful	20
2.3.3	Physical Contact: Handle With Care!	20
2.4	Building Luxury Interactions	22
2.4.1	A Personal Relation	22
2.4.2	Sincerity Of Regard	23
2.4.3	The Power Of A Friendly Smile	24
2.4.4	A Caring Relation	25
2.5	Be Gentle	26
2.5.1	Respect Your Customer	26
2.5.2	Helping Your Customer	27
2.5.3	A Gentle Place: Build Harmony	28
2.5.4	Protect Your Customer	28
2.6	Be Generous	29
2.6.1	Offer Without Expecting Things In Return	29
2.6.2	Everyone Likes Good Surprises!	31
2.6.3	Offer The Extraordinary	32
2.7	Be Caring	33
2.7.1	Sincerity: Stay Honest	33
2.7.2	Empathy: Assume Your Customer's Position, Really Understand	33
2.7.3	Sympathy: Be Able To Really Care About Your Customer	34
2.8	Build Competency	36
2.8.1	Knowledge (information)	36
2.8.2	Know-How (selling techniques)	37
2.8.3	Knowing How To Behave (attitude)	38
2.8.4	Decide The Changes For Yourself	38
2.8.5	Learning By Experimentation	40
3	Luxury Customer's Decision Process	41
3.1	Understanding Luxury	41
3.1.1	Luxury Goes Beyond Simple Functionality	42
3.1.2	Luxury Is Necessarily Qualitative	43
3.1.3	Luxury Is About Pleasure	43

3.1.4	Luxury Is About The Long Term, and Sustainability	44
3.1.5	Luxury Is Always Emotional	45
3.1.6	Luxury Is Not About Price	46
3.1.7	Luxury Is Relative	46
3.2	Self-Affirmation	47
3.2.1	Need For Self-Esteem	47
3.2.2	Eager For Success	48
3.2.3	Social Accomplishment	49
3.2.4	The Expectation Of Rewards	50
3.2.5	It Is Always About Self-Affirmation	50
3.3	Pleasures	51
3.3.1	Needed Pleasures	51
3.3.2	Pleasure Of Self-Affirmation	52
3.3.3	Pleasure Of The Best	52
3.3.4	Pleasure Of Power	53
3.3.5	Pleasure Of The Relationship	54
3.3.6	Pleasure Of Intelligence	54
3.3.7	Luxury Is About Pleasure	55
3.4	New Clients: New Money, New Generation	56
3.4.1	Brands And Only Brands	56
3.4.2	New Education	57
3.4.3	No Complex And No Guilt	57
3.4.4	Abundance Of Information	58
3.4.5	Abundance Of Propositions	58
3.4.6	The Client In A Hurry	59
3.4.7	Clients' Expectations	60
3.5	International Clientele	60
3.5.1	Know Where Your Guests Are From	60
3.5.2	Be Yourself, Be Natural	61
3.5.3	Beware Of Physical Contact	62
3.5.4	European Customers: Heritage And Emotion	62
3.5.5	Russian And Middle Eastern Customers: Exceptions And Privileges	63
3.5.6	Middle Eastern Customers: Exclusivity And Importance	63
3.5.7	Japanese Customers: Tradition And Perfection	64
3.5.8	American Customers	65
3.6	Digital Impact	65
3.6.1	Digital Age	65

3.6.2	The Need For Multimedia	66
3.6.3	The Conversational Mode	67
3.6.4	Peer-To-Peer As Authoritative	67
3.6.5	The Cross Border Phenomenon	68
3.7	Chinese Customers: Some Keys For Success	69
3.7.1	Sentiment And Appreciation	70
3.7.2	Recognize Chinese Consumers	71
3.7.3	Why Do Chinese Tourists Buy So Many Luxury Products?	72
3.7.4	Dealing With Chinese Tourists	73
3.7.5	Selling To Chinese Customers	73
3.7.6	Build A Relationship With Your Chinese Customers	75
3.8	Client Psychology	75
3.8.1	Luxury Selling Is About Psychology	75
3.8.2	Psychology Is About ME, And How Others See ME	77
3.8.3	Ego Expression	78
3.8.4	Influence Positively	81
4	Luxury Selling	83
4.1	Active Selling	83
4.1.1	Reasons For Buying: Desire	83
4.1.2	Reasons For Not Buying: Fear	85
4.1.3	Rationale For Decision Making	86
4.1.4	Emotion In The Decision Making Process	87
4.1.5	Tension and Stress	88
4.2	Persuasion	90
4.2.1	Convincing A Customer?	90
4.2.2	In Transactional Mode	94
4.2.3	Harmless Manipulation	94
4.3	The Five Motivational Factors	95
4.3.1	Specific Decision Process	95
4.3.2	The Five Decisional Factors	96
4.3.3	Focus On The Key Factors First	97
4.4	The Power Of The Brand	100
4.4.1	Understand Your Brand	100
4.4.2	Open The Brand Door	102
4.4.3	Be A Brand Ambassador	103
4.4.4	Insist On The Brand's Key Assets	104

4.5	Product Desires	105
4.5.1	From Need To Desire	105
4.5.2	From Functional To Emotional	106
4.5.3	From Product To Creation	108
4.5.4	The Dimensions Of A Product	108
4.6	Price—Value	110
4.6.1	Price Level Perception	110
4.6.2	A Price Is A Value	111
4.6.3	A Value Is An Addition Of Values	113
4.6.4	Defending Your Price	114
4.6.5	Money Is Never An Issue	115
4.7	Place—Service	116
4.7.1	Customers Still Need A Retail Space	117
4.7.2	Customers Still Need A Good Sales Advisor	119
4.7.3	Customers Have More and More Choices Of Places To Buy	120
4.7.4	How To Make Customers Buy Locally and From You?	121
4.8	Five Times	121
4.8.1	“Now” Is Always Possible	122
4.8.2	Emphasize The Opportunity	123
4.8.3	Create A Sense Of Urgency	123
4.8.4	Time Is Precious To Everyone	124
4.8.5	Time Is At The Last Stage Of Decision Making	125
4.8.6	Time To Recap	126
5	The 7 Steps	127
5.1	Active Selling	127
5.1.1	A Roadmap To Success	127
5.1.2	The 7 Steps To Success	128
5.1.3	Active Selling	130
5.1.4	The Road To Active Selling	131
5.1.5	Be Intelligent!	131
5.1.6	Be Creative!	132
5.2	Step 1: Preparing	132
5.2.1	Competence	133
5.2.2	Knowledge Preparation	134
5.2.3	Know-How Preparation	135
5.2.4	Preparation For Knowing How To Behave	137

5.3	Step 2: Welcoming	139
5.3.1	Welcome Genuinely	140
5.3.2	Service To Gain Trust	142
5.3.3	Show Concern and Interest	143
5.3.4	Retain Your Customer	143
5.4	Step 3: Discovering	146
5.4.1	Discover Subtlety	146
5.4.2	There Are Always Desires, Motivations	148
5.4.3	Discover Whose Decision	149
5.4.4	Observe Discreetly	151
5.4.5	Listen Actively	152
5.4.6	Question Strategically	153
5.4.7	Test Prudently	155
5.4.8	The Art Of Discovery	156
5.4.9	Propose	157
5.5	Step 4: Presenting	157
5.5.1	The Dimensions Of A Product	158
5.5.2	A Product Is An Addition Of Decisional Components	159
5.5.3	A Product Is An Addition of Intelligence	160
5.5.4	A Product Is Also A Creation	160
5.5.5	Describe Elegantly	162
5.5.6	Showing It Is Better, Is Better Than Saying It	163
5.5.7	Prove It, Since It's True	164
5.5.8	Demonstrate The Simplicity	165
5.5.9	Tell Stories About The Product	165
5.5.10	Focus On Main Selling Points	166
5.5.11	Handle With Care: It's Precious	166
5.5.12	Romance And Reassure	167
5.6	Step 5: Convincing	167
5.6.1	Detect The Level Of Interest	167
5.6.2	Fear: A Powerful And Normal Sentiment	168
5.6.3	Objection, Expression Of Fears	170
5.6.4	Dealing With Objections	174
5.6.5	Price Objection	179
5.6.6	Facing Bargaining	184
5.6.7	Time To Summarize	187
5.7	Step 6: Closing	187
5.7.1	Detect The Buying Signs	188
5.7.2	Focus On The Customer's Motivation	189

5.7.3	Offer Financial Benefits	192
5.7.4	Focus On The Decision Maker	193
5.7.5	To Win, You Need To Learn About Losing	194
5.7.6	Key Words For Closing	197
5.8	Step 7: Building A Relationship	197
5.8.1	Start A Relationship	198
5.8.2	The Perfect Farewell	199
5.8.3	When A Customer Leaves Without Making A Purchase	201
5.8.4	Keep A Relationship: Customer Relationship Management	203
5.8.5	Database	204
5.8.6	Relational Plan	205
6	Conclusion	209
6.1	Happy Customers	209
6.2	Be Customer Focused	210
6.3	Be Active In Selling	211
6.4	Be Yourself	211
Index		213