



SELLING LUXURY
PRACTICE OF EXCELLENCE

“SELLING LUXURY JEWELLERY MASTERCLASS”

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

“Selling Luxury Jewellery Masterclass” 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. Here we teach how to exceed expectations and appeal to the inner emotions and desires of the most demanding customer.

“Selling Luxury Jewellery Masterclass” presents 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 theories and case studies, “Selling Luxury Jewellery Masterclass” 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 Jewellery Masterclass" is an interactive luxury session that focuses on the transfer of knowledge through exchange of experience. The workshop is focused on case studies, examples of good practice and analysis, thus giving participants the opportunity to adapt content to their specific problems and concerns, increasing the usefulness and relevance of the 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.

Consumers expect three things from a luxury brand: Generosity, Expertise, Trust. Once implemented, they have significantly increased the turnover of companies.

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To whom it is concerned

"Selling Luxury Masterclass" 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 jewellery;
- You will identify and then adopt the attitude and behaviour that delivers 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 every day;
- 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

ABOUT

- The universe of luxury industry
- The universe of luxury jewellery
- The luxury consumer
- Luxury jewellery communication
- Luxury jewellery retail

Duration: 5 hours



TATIANA BALABAN

- Founder of Luxury Adviser Group
- Guest lecturer of “Selling Luxury Masterclass” at London Business School
- 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 Cartier
- 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
- Five-lingual and multi-cultural environments oriented person

Contact



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