



Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale

By Robin Lent, Genevieve Tour

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Praise for *Selling Luxury*

"Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty."

—**Hamida Belkadi**, CEO, De Beers Diamond Jewellers, USA

"Selling Luxury is filled with ways of exceeding each client's expectations through offering a service that surprises and delights."

—**Aaron Simpson**, Group Executive Chairman, Quintessentiall

What does it take to sell high-end luxury creations to the richest clients in the world? In *Selling Luxury*, Robin Lent and Genevieve Tour, with thirty years of combined experience, share their savoir-faire. You'll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. *Selling Luxury* will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world's most prestigious brands.

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Editorial Review

From the Inside Flap

Selling high-end luxury creations requires a different set of skills than does traditional selling. Clients have high expectations for the service they receive and base their purchasing decisions more on emotion and desire than practical need. Whether you are selling diamond bracelets or sports cars, the key to concluding the sale lies in how well you sell rather than what you sell.

In *Selling Luxury*, Robin Lent and Geneviève Tour explore every component of luxury sales and offer proven, practical strategies for connecting with customers. Rather than sales associates, the luxury market calls for "Sales Ambassadors" who represent the brand with distinction. Sales Ambassadors understand how to connect with customers by discovering their unique motivational desires. This requires a multitude of specialized skills: passion, perseverance, empathy, daring, and curiosity. Through personalized service each and every time, Sales Ambassadors are able to build trust, brand loyalty, and lasting customer relationships.

If you want to succeed in the luxury sales universe, *Selling Luxury* is for you. You'll pick up the skills and approaches that work everyday in a multitude of situations. You'll learn how to:

- Connect emotionally with customers
- Exceed your customers' expectations
- Turn every customer contact into a brand experience
- Personalize your customer service
- Learn about customers through observing and discovery
- Create the desire to purchase
- Deal positively with customer objections
- Build a relationship of trust and brand loyalty

The universe of luxury is no place for traditional hard-sell tactics. Instead, you have to subtly adapt to your customer in a deeper way. Doing so takes a truly personal touch. *Selling Luxury* shows you how to develop these skills and make them a key part of your own unique selling style.

About the Author

Robin Lent is Senior Consultant at AC3, a Paris-based company that specializes in training and communications. Robin has been working for eighteen years in the field of luxury. He can be reached at robin@ac3.fr.

Geneviève Tour is a Training Consultant at Cartier and a luxury specialist. She has spent many years as a Sales Ambassador in the United States and France. Geneviève has an MBA in luxury brands and twenty years of experience in marketing and communications. She can be reached at genevieve.tour@club-internet.fr.

Users Review

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