



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

By Robin Lent, Genevieve Tour

Download now

Read Online 

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour

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, Quintessentially

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.

 [Download Selling Luxury: Connect with Affluent Customers, C ...pdf](#)

 [Read Online Selling Luxury: Connect with Affluent Customers, ...pdf](#)

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

By Robin Lent, Genevieve Tour

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour

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, Quintessential

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.

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour **Bibliography**

- Sales Rank: #80741 in Books
- Brand: Lent, Robin/ Tour, Genevieve
- Published on: 2009-06-15
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.00" w x 6.20" l, .75 pounds
- Binding: Hardcover
- 176 pages



[Download Selling Luxury: Connect with Affluent Customers, C ...pdf](#)



[Read Online Selling Luxury: Connect with Affluent Customers, ...pdf](#)

Download and Read Free Online Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour

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

From reader reviews:

Celia Redmond:

What do you consider book? It is just for students as they are still students or it for all people in the world, the particular best subject for that? Just you can be answered for that concern above. Every person has diverse personality and hobby for every single other. Don't to be forced someone or something that they don't desire do that. You must know how great along with important the book *Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale*. All type of book are you able to see on many sources. You can look for the internet sources or other social media.

John McCord:

Reading a book to get new life style in this yr; every people loves to study a book. When you learn a book you can get a great deal of benefit. When you read textbooks, you can improve your knowledge, because book has a lot of information in it. The information that you will get depend on what forms of book that you have read. If you wish to get information about your examine, you can read education books, but if you act like you want to entertain yourself read a fiction books, this kind of us novel, comics, along with soon. The *Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale* provide you with a new experience in reading through a book.

Larry Davis:

You are able to spend your free time to study this book this publication. This *Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale* is simple to create you can read it in the recreation area, in the beach, train as well as soon. If you did not have got much space to bring typically the printed book, you can buy the actual e-book. It is make you easier to read it. You can save often the book in your smart phone. Thus there are a lot of benefits that you will get when you buy this book.

Duane Zook:

As a scholar exactly feel bored to help reading. If their teacher asked them to go to the library as well as to make summary for some e-book, they are complained. Just minor students that has reading's heart and soul or real their leisure activity. They just do what the educator want, like asked to the library. They go to right now there but nothing reading significantly. Any students feel that reading through is not important, boring in addition to can't see colorful photographs on there. Yeah, it is to become complicated. Book is very important for yourself. As we know that on this time, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. Therefore this *Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale* can make you sense more interested to read.

**Download and Read Online Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour
#CS4TBRJ13XY**

Read Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour for online ebook

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour books to read online.

Online Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour ebook PDF download

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour Doc

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour MobiPocket

Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale By Robin Lent, Genevieve Tour EPub