

LUXURY  ACADEMY

LONDON



ENGAGE | ENCOURAGE | EMPOWER

AMBASSADOR PROGRAMME
ENGAGING LUXURY CONSUMERS

TWO DAY PROGRAMME


AMBASSADOR PROGRAMME

In order to be
irreplaceable one must
always be different.

Coco Chanel

- ✓ Connect emotionally with affluent clients.
- ✓ Turn every contact into a meaningful, positive brand experience.
- ✓ Build engaging long-term relationships and enhance customer loyalty.





Selling luxury requires a different set of skills than traditional sales techniques. Affluent and wealthy 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 designer watches, bespoke jewellery, sports cars or a luxury service, the key to success lies in how well you engage rather than what you sell.

The world of luxury is a world unto itself, and training on the concepts, procedures, and techniques that govern it are scarce. Luxury Academy's Ambassador Programme is different; it is delivered by trainers who inherently understand the affluent consumer, their psyche, needs and desires rather than by sales people or past employees of luxury brands, additionally, it is specifically designed for professionals in the luxury sector. The course covers everything that a Luxury Ambassador needs to represent their brand effectively.

IN A WORLD WHERE COST IS SECONDARY TO THE EXPERIENCE, **RELATIONSHIPS AND ENGAGEMENT** ARE EVERYTHING



The relationship between the luxury professional and the affluent customer is a step beyond the usual service encounter; every customer brings expectations to the sales process in terms of the service they will receive, but the luxury consumer's expectations are considerably higher. Not only this, but each service interaction adds another layer to the quality perceptions the customer holds of the brand; whether those perceptions are positive or negative will depend upon the service received. For luxury consumers, the answer is to deliver a more personalised, bespoke experience, and with this comes an unprecedented opportunity for brand growth and development.

The luxury market requires not sales associates, but Ambassadors, experts who represent their brand with distinction. Like their diplomatic counterparts, Ambassadors of luxury understand how to connect with different clients by discovering their unique desires. This skill requires passion, perseverance, empathy, daring, and curiosity. Through personalised, bespoke service each and every time, Ambassadors build trust, brand loyalty, and lasting relationships.

FROM SALES ASSOCIATES TO BRAND AMBASSADORS

In the Ambassador Programme for luxury professionals, we will guide your team to explore every component of luxury sales, immersing them in the world of wealth so they can better understand how the affluent think and act and understand the critical factors that shape their buying decisions. The universe of luxury is no place for traditional hard-sell tactics, the Ambassador Programme offers proven, practical strategies for connecting with affluent customers.



The workshops covers such personality development modules as:

- ✓ Connect emotionally with affluent customers.
- ✓ Discover customer expectations and then exceed them.
- ✓ Turn every contact into a positive, memorable, brand experience.
- ✓ Personalise each customer interaction.
- ✓ Learn the art of observation.
- ✓ Be a brand expert.
- ✓ Build a relationship of trust with the customer.
- ✓ Stop being a salesperson and become an Ambassador.

The Luxury Academy is a private training company with offices in London and New Delhi.

We specialise in a variety of soft skills training at the upper end of the market, provided on-site at client locations.

We work internationally with companies and private clients across a wide spectrum of industries such as:

- ✓ Multi-national corporations.
- ✓ Government departments
- ✓ Public sector
- ✓ Banking & finance
- ✓ Wealth management companies
- ✓ Retail, fashion & luxury hospitality
- ✓ Private & high net worth individuals

Luxury Academy courses are interactive and involved, each training solution is designed to empower, engage and encourage.



A white ornate chair with a beige cushion and a white fabric draped over it. The chair has a classic, elegant design with curved legs and a decorative backrest. The fabric is draped over the left side of the chair, partially covering the seat and backrest. The background is a plain, light-colored wall.

“Charming
behaviour will
open doors that
traditional sales
techniques
will not.”

A MORE DETAILED LOOK AT WHAT IS COVERED

There are 10 modules covered within the two-day
Ambassador Programme

MODULE 1

THE HERITAGE AND HISTORY OF LUXURY

Luxury can mean different things to different people. What it might mean to the luxury Ambassador might not be what it means to the luxury client.

- ✓ Defining the possible disconnect in the concept of luxury.
- ✓ The history of the world of luxury, where it started, how it evolved and where it's going.

Group work involved in this module.



MODULE 2

MAKING PERFECT FIRST IMPRESSIONS

First impressions are vital as they form the basis of others' opinions of you. This module covers the basics for ensuring positive first impressions.

- ✓ How to create positive first impressions.
- ✓ Tips for ensuring you create a positive first impression every time.

First impressions take less than a second to form but can take months, even years to fix if you make a bad first impression.

THE IMPORTANCE OF IMAGE

MODULE 3

We live in an image conscious world. How we present ourselves and what we wear are vitally important.

- ✓ Being a brand Ambassador through clothing and image.
- ✓ Learning how to combine colours and details to project an affluent image.

Presenting the right image is a fast track to being accepted in the luxury world.

MODULE 4

BODY LANGUAGE OF THE LUXURY CONSUMER

Non-verbal communication, or body language, presents a great challenge for many people.

- ✓ Understand what your body language is saying about you.
- ✓ Understand and fix unconscious body language gestures.

Positive communication coupled with positive body language helps to gain the trust of others.



MODULE 5

POISE, DEPARTMENT & MOVEMENT

How you walk, sit and move tells a lot about you.

- ✓ How to walk properly
- ✓ Movement and graceful entry and departure of situations.

Group work involved in this module



MODULE 6

QUESTIONING SKILLS

Good sales people have the best answers but ambassadors know how to ask the best questions.

- ✓ Learn the needs of your client through subtle and discrete questioning.
- ✓ How to question without being intrusive



MODULE 7

SPEAKING THE LANGUAGE OF LUXURY

The language of luxury is different, it has its own vocabulary and nuances. If you don't speak the language, an imperceptible barrier between customer and Ambassador will exist.

- ✓ How to engage in conversation with your clients.
- ✓ The must-know phrases in the luxury world.

Group work involved in this module

MODULE 8

SPEECH & DICTION

English is the international language of any luxury business, using it correctly and speaking it clearly is a vital skill in the luxury market.

- ✓ Learn to form clear understandable speech.
- ✓ Speaking at the correct speed.

Group work involved in this module



MODULE 9

COMMON COURTESIES

There are many small courtesies that are considered good manners; an awareness and understanding of them is essential to developing positive client relationships.

- ✓ Understanding verbal courtesies and correct manners.
- ✓ Using refined manners to build loyalty.
- ✓ Understanding the different courtesies of different nationalities

Group work involved in this module.



MODULE 10

DEALING WITH VIP CLIENTS

Luxury Ambassadors come into contact with many different people, this module will equip them with the knowledge to address people of different titles and ranks correctly.

- ✓ Different titles and forms of address
- ✓ Addressing people with titles or ranks

LUXURY



ACADEMY

LONDON

AMBASSADOR PROGRAMME

Two-day programme

ABOUT THE TRAINER

Paul Russell is the co-founder and Director of Global Training at the Luxury Academy of London.

He grew up in India before attending boarding school in England at the age of twelve. As the eldest son of a diplomat, Paul was exposed to different aspects of society at a young age and so intimately understands the behaviour, mind-set and needs of a broad range of social situations.

Paul has worked with a variety of private clients on etiquette, social interaction and how to effectively engage with affluent consumers.

Clients include international luxury hotel and retail companies together with well known luxury brands.

With twenty years of diverse international experience; he is responsible for the design and strategic implementation of training programmes in leadership, communication and etiquette for clients in the UK, USA and India.

A dynamic trainer and workshop leader, Paul has designed and taught courses, workshops and seminars in New York, London, Dublin, Malta, New Delhi, Mumbai and Pune on a wide variety of soft skills.



PAUL RUSSELL

Paul Russell studied at the University of London and at Glion Institute of Higher Education Switzerland.

- ✓ BSc Behavioural Psychology
- ✓ MSc Workplace Psychology
- ✓ BA International Hospitality Management

LUXURY



ACADEMY

LONDON