

LUXURY  ACADEMY

THE ART OF LUXURY



WOMEN IN BUSINESS

DEVELOP SUCCESSFUL BUSINESS SKILLS

MODERN WOMEN IN BUSINESS

THE COURSE FOR THE MODERN WOMAN IN BUSINESS IN INDIA

Suitable for professional women at all levels, Women in Business is the course you need to overcome challenges and successfully navigate the business world.

Designed for both female entrepreneurs and professional women, Women in Business is a practical course that will give you the essential skills you need to succeed. Delivered in an engaging and interactive yet relaxed and easy to follow format, this course will empower you to meet your business goals.

Women in Business is about more than theory, it is about giving you the necessary tools and techniques that you need as a woman in the business world.

If you're an entrepreneur, Women in Business will take you beyond an excellent business idea to essential strategic planning. You'll learn how to prepare vision and mission statements, as well as how to undertake a SWOT analysis and develop a customer journey.

Your business development knowledge will sky-rocket as you learn how to create a sustainable competitive advantage for your business and how to price your product or service effectively.





If you're a professional woman, the course will teach you to think like a business leader, so you can improve and innovate in your business.

A key area of the course is your personal development. As an entrepreneur or professional woman your executive presence is what makes you shine above all others. You'll learn the art of small talk and how to communicate effectively both verbally and non-verbally, as well as how to create the kind of image that says 'calm, graceful and in control'.

Then there's effective networking- absolutely essential for any professional woman who wants to develop within their role or maximise the potential of their business. From online to face to face and essential communication skills, you will learn the techniques to excel at networking across channels. We'll also show you how to approach negotiation with confidence and poise, achieving the right results for you and your business.

DAY ONE

BUSINESS PLANNING AND COMMERCIALITY

Setting the scene

Building a foundation to get participants to think about how their business is viewed, both internally and externally. Who are their customers and what are they saying about them?

What is commerciality?

Establishing what commerciality is and why it is important to the success of a business.

Looking into the future

A follow on from the 'setting the scene' exercise that gets participants to look at how they would like their business to look in the future.

Defining a business vision

Developing a clear understanding of what the business is and what they want it to be using practical questions.

Defining my vision statement and mission statement

Defining participants' vision in a clear statement and assessing this statement against achievability, buy-in, clarity etc.

Development planning

Establishing what makes a business successful and identifying specific means of developing your business.

Influencing factors

Performing a SWOT analysis to determine the internal and external influences on your business and creating key actions from this.

Continuous improvement

Viewing the customer experience transition model and understanding that 'exceptional' becomes 'standard'. Identifying what you can do that is exceptional.

Importance of innovation

Understanding the barriers to innovation, its importance and how to follow a process for innovation.

Review

A review of day one.



DAY TWO

EXECUTIVE PRESENCE AND IMPACT

Making an impact through your image

Your image is not just about the clothes you wear or the make-up you apply, it is not just about the right haircut or the neatest manicure. Image is everything, it is the confidence with which you deliver your message, the layout of your website and printed material, it is the feel of the business card you hand to a client and the fonts and colours you use.

In short; Image is perception and in business; perception is reality.

Non-verbal communication and body language

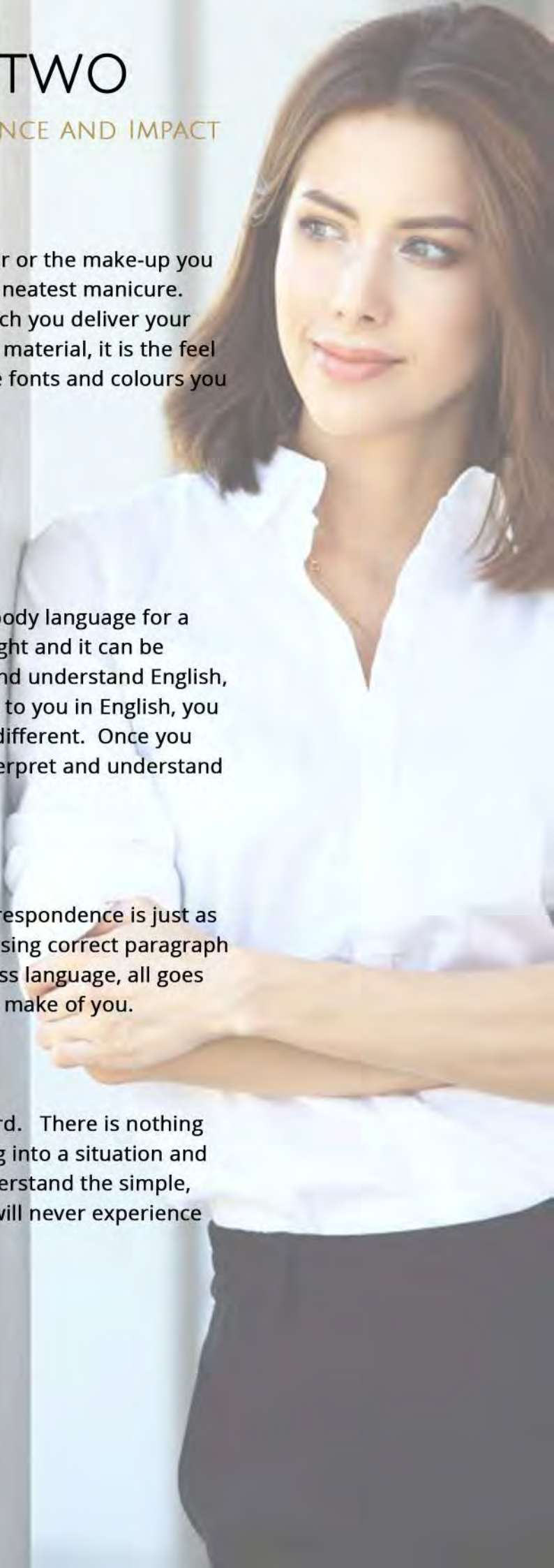
Non-verbal communication is commonly called body language for a reason. Because like all languages, it can be taught and it can be learnt. If you were never taught to speak, read and understand English, then no matter how many times someone spoke to you in English, you still wouldn't understand. Body Language is no different. Once you learn to read it and speak it, you will learn to interpret and understand it.

Business language, writing and email

How we are perceived through our business correspondence is just as important as how we are perceived in person. Using correct paragraph size, sentence structure and professional business language, all goes towards the impression that your client starts to make of you.

Art of small talk

Awkward silences are just that..... they're awkward. There is nothing that can dent your confidence more than walking into a situation and being stuck for something to say. Once you understand the simple, easy to use formula for creating small talk, you will never experience another awkward silence again.



DAY TWO

EXECUTIVE PRESENCE AND IMPACT

Successful client meetings

Meetings do not always enjoy a particularly good reputation. In many cases they are notorious timewasters and are often unproductive. As the person leading the meeting, you can influence the direction and outcome to ensure that meetings are productive and rewarding for everyone attending.

My customer journey

Defining your customer journey and building a customer journey map is essential in understanding the type of experience your customer is receiving when they interact with you.

A customer journey map is a very simple idea: a map that illustrates the steps your customers go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service. The more touchpoints you have, the more complicated — but necessary — such a map becomes.

Every company has a customer journey, but only around 2% of small businesses have a customer journey map.

DAY THREE

BUSINESS DEVELOPMENT & PRICING STRATEGY

The perfect salesperson

What makes a perfect salesperson and how do you compare? We build the foundations to help you develop your business development skills further

Goal setting

Why and how to set personal performance goals. We'll also create individual action plans.

Building customer trust

Developing trust and rapport with a prospect and understanding why this is crucial to your success.

Ask the best questions

Developing questioning skills and realising that it is often questions that will develop your sales rather than a just a good pitch.

Engaging your customer

Understanding the life time value of a customer, serving them better and ensuring they perceive the value of the relationship.

Maximise your efficiency

Learning from missed sales and developing further skills to overcome this.

Catch yourself doing it right

You can learn from good stuff too!

Know your product

An in-depth look at your product, whether you sell a service or a physical item, you must be able to explain it quickly, easily and clearly in order to maximise its impact in the marketplace.

Develop a competitive advantage

Defining what your competitive advantage is and what puts you one step ahead of your competition.

Handle objections

Identifying typical objections and preparing responses to them. You will also explore set techniques to overcome objections.

Ask for the business

Learn to spot buying signals and know how to respond to them in order to lead the prospect to close.

Follow up after the sale

Ensuring that the complete sales process is seamless and closing the loop with the perfect follow up.



DAY THREE

PRICING STRATEGY

Pricing embarrassment

A lot of times we're embarrassed to tell customers our pricing. We will explore reasons for this together.

Understanding costs

Managing costs and understanding how to complete a proper cost analysis is integral to the success of every business.

Understanding mark-up, profit and revenue

Many entrepreneurs confuse revenue with turnover and confuse mark-up with profit. We'll unravel the mystery.

Pricing yourself effectively

Learn how to implement a proper pricing strategy for your business product or service.



DAY FOUR

THE ART OF NEGOTIATION

Understanding negotiation

Examine the concept of negotiation and what we are trying to achieve.

Learn to identify

Learn to identify potential negotiations constantly surrounding you.

Alternatives to negotiation

Negotiation is not the only method of problem solving. We identify some of the alternatives and discuss when negotiation is the best approach.

Negotiating structure

People often identify confidence as being the main barrier to effective negotiation. Once you learn to work with an effective structure you will find that this barrier quickly disappears.

Planning

Learn to understand the importance of planning before entering into negotiations. We look at what is involved in effective planning. We will design a planning template which will provide a basis for preparing for your negotiations.

Laying foundations

This important stage of negotiation is often overlooked by inexperienced negotiators. You will learn to set up your discussion so that you do not move towards agreement prematurely.

Building

We'll learn how to avoid surrendering your position without getting something in return.

Completing

Ensures that the negotiation is closed effectively so that all parties leave committed to the outcomes agreed.



DAY FIVE

BUSINESS NETWORKING AND DIGITAL PRESENCE

Why network?

Establishing the importance of networking with some shocking statistics and an activity that defines the importance of networking. This is followed by some insight into the key aims of a networking strategy, what puts people off as well as some personal revelations about networking.

Increase your business presence

Looking at the components of a strong business presence, including; credibility, personal brand, visibility and social capital.

Developing a networkers attitude

Understand and clarify the perfect attitudes and behaviours of great networkers and determine which traits you possess yourself.

Face to face networking

An overview and insight into the main types of face to face networking opportunities available with the benefits and pitfalls of each.

Developing a conversation

Building on the opening sound bite and developing a conversation through good questioning techniques and following a selection of key networking rules.

Working a room

Learn ten of the main skills required to work a room.

Breaking into a group

Identifying body language to spot when a group or pair is open to new people entering the conversation or would rather not encourage participation. Knowing how to break into a group, what to say and how to remain professional.

Exiting a conversation

Developing some techniques to extricate yourself from a conversation without causing embarrassment or exhibiting rudeness.

DAY FIVE

BUSINESS NETWORKING AND DIGITAL PRESENCE

The follow up

Using a structure to identify the most important contacts created and establishing when and how to follow up with each group.

Creating a network plan

You will create an action plan to set you on the journey of developing your networking skills and ensure you have a strategy and goals to target.

Online networking

An overview of the different social media and online networking tools and how to get the best out of them. Includes; LinkedIn, Twitter, Facebook and Google Ad words.

Communication skills for networking success

Ensuring a good first impression, creating an opening sound bite and writing an online profile that promotes and engages.

Digital presence

An overview of the different social media and online networking tools and how to get the best out of them. Includes; LinkedIn, Twitter, Facebook and Google Ad words.

Online marketing

Understanding how to use video and online tools to promote yourself.

What does your website say about you

Taking a step back and really looking at the shop window to your business. We will use a system of peer review for feedback.

