

LUXURY FINISHING SCHOOL AND PROFESSIONAL BEHAVIOUR







Align your team with your brand

Companies invest huge amounts of money in their corporate image and branding to ensure the correct corporate message is being delivered to the right customer audience. Marketing departments and public relations departments actively ensure that the companies brand message is always aligned. It is just as important to ensure the professionals who work for your company also represent your brand in the same professional and aligned manner.

Sometimes, the professionals within your team may be qualified, experienced and competent in their roles; but try as you might to identify it, an essential ingredient seems to be missing, an elusive element that will make them shine. That element is called *Professional Behaviour and Image*.

Professional behaviour and image is vital when interacting with others, it helps us to make conversations with our customers and colleagues and it shows confidence in anticipating, approaching and resolving needs.



Professional, Capable and In Control

A team member who understands professional behaviour and image has a poised demeanour in every situation and it is this attitude and way of behaving that reassures their clients, customers and colleagues that they in control and capable.

Many assume that professional behaviour is a skill that we all naturally possess. This is not always the case, particularly when professionals have focused on their technical skills or academic qualifications, whilst neglecting their personality development.

In many cases, those lacking in professional behaviour will not represent their companies in the manner that is expected of the brand. When team members don't understand professional behaviour and image, it can impact how your company is perceived by your clients, industry peers and competition.

Professional behaviour and image enables your team to present themselves and your company in the best possible light, instilling a level of knowledge and understanding in how to navigate their role successfully.



MODULES COVERED

First Impressions

First impressions are vital as they form the basis of others' opinions. The first impression starts with the initial introduction. It starts with a smile, a welcome, a handshake. First impressions are the building blocks on which relationships are built.

Poise, Movement & Image

How you walk, sit and move tells a lot about you. We can look the part, sound the part and even act the part but if we don't carry ourselves properly, the entire act lacks authenticity.

Understanding how we enter and exit, how we walk and stride, how we stand and how we move are all vital skills for a luxury ambassador.

Body Language

Learn to decipher and understand non-verbal communication. It is a useful skill to be able to understand the body language of others. It is an essential skill to understand our own body language and what it is saying about us to others.

The smallest unconscious gesture can change the entire meaning of an interaction.

MODULES COVERED

The Language of Luxury

Luxury has its own language and it is not one that generally comes naturally to most people. To ensure that your company message is delivered correctly, using your brand voice, each and every time, it is important that all your staff speak the same language.

Art of Small Talk

Most people know the incredible value of making connections and building relationships and how it can help them with their businesses, personal branding, networking and gaining recognition.

But a large number of us find it difficult to approach others, perhaps feeling shy, unsure of what to say, how to initiate or maintain a conversation or how to approach a group.

The Art of Diplomacy

Diplomacy is the ability and art of dealing with people in a sensitive and tactful manner. Diplomacy is rarely something we teach our employees. But with the correct use of diplomacy in difficult situations staff will have the confidence to deal with potential problems.

A challenging client, a heated argument or a difficult colleague can all be dealt with professionally with the use of diplomacy.



Luxury Academy

Formed in 2012, Luxury Academy rapidly and firmly established itself in the luxury market. We were fortunate to be embraced by many of the UK's most recognised names, and as our reputation grew, so did our expansion. Luxury Academy has offices in London, Visakhapatnam and Mumbai.

We focus exclusively on training for the luxury sector and Luxury Academy continues to be one of a very small number of training providers to this market. Our training covers all aspects of soft skills for the luxury market, including building relationships with luxury consumers, executive presence, business etiquette training, leadership training, customer service training and communication skills training.

We do not publish our client list on our website nor discuss past or present clients in our collateral or communications. Luxury Academy London will not release client details unless we have our client's express permission to do so.



Information

Duration:

Half-Day

4 Hours

Locations:

Available Worldwide

Additional Costs:

Travel costs outside of London as follows:

Europe:

Economy Flight at Cost

Rest of World:

Business Class Travel at Cost

Hotel Accommodation:

At Cost



CONTACT INFORMATION

LONDON

20 - 22 WENLOCK ROAD
LONDON N1 7GU

+44 20 3603 9085

ENQUIRIES@LUXURYACADEMY.CO.UK

WWW.LUXURYACADEMY.CO.UK

MUMBAI

LEVEL 7, CAPITAL BUILDING
BKC, MUMBAI 400051

+91 22 4905 5961

INDIA@LUXURYACADEMY.CO.UK

WWW.LUXURYACADEMY.IN