

5 DAY CHALLENGE

SELLING LUXURY TO HIGH NET WORTH CLIENTS



SELLING LUXURY ONLINE

Day Three

BEING AN EXPERT

The power of LinkedIn

Almost everything has moved online, including luxury sales. Luxury sales has always been about relationships and building trust. So how do you continue to do this online?

It's impossible is what we hear every luxury sales ambassador cry! No. It's not!

Selling online has a slightly bad reputation in the luxury sector, we liken it to spamming our clients. What if I told you there was a way you could get in front of your ideal client without cold calling and have them come to you instead?

How can you sell without selling? Meet targets without hard selling? Get clients to come to you rather than harrassing them with emails and messages?

We do it by using the power of LinkedIn. Unlike any other social media platform, luxury clients actively and regularly use LinkedIn.

- Did you know that almost every Fortune 500 CEO has a LinkedIn profile?
- Did you know that for Facebook or Twitter, high net worth individuals use a social media manager but manage and engage with LinkedIn personally?
- Did you know that most HNWI will not give their LinkedIn password to an assistant but will happily give them their Twitter, Facebook or Instagram password?

TODAYS VIDEO

<https://lux.ac/challenge-day03>

TODAYS TASK

Today you're going to record a video to set yourself apart as a subject matter expert. Below are the guidelines:

- Any subject you're an expert in. You can also do a "Behind the Scenes" or a "Show and Tell" or even a history lesson. The subject is entirely up to you.
- Your video should not be longer than 2 minutes
- Upload your video to your LinkedIn profile and then monitor who watches it! You'll be amazed by who will watch it.

NOW DO THIS

1. Go to link www.lux.ac/complete before midnight tonight
2. Put a link to your video into the text area.