

# 5 DAY CHALLENGE

SELLING LUXURY TO HIGH NET WORTH CLIENTS



YOUR IDEAL CLIENT

Day Two

# TODAYS VIDEO

<https://lux.ac/challenge-day02>

# TODAYS TASK

Today's task is about getting you clear on WHO is going to buy your product.

Don't get too caught up in making this exercise perfect. It's just a fantasy client, you don't have to tell anyone. And remember this client profile is just for now, it's not forever.

This is one of the most important pieces of work you can do in your sales strategy. And it's also one of the places I find the most resistance from sales ambassadors.

The things that you resist the most are usually the things you need to do the most and always the things you feel better once they're done.

# TODAYS TASK

Give them a name

Do they have children? How Many?

What is their annual income?

Where in the world do they live?

What kind of house do they live in?

# TODAYS TASK

Where do they go on holiday?

What do they believe right now?

How are they feeling?

What's going on in their world?

Where do they spend time online?

# TODAYS TASK

Why do they need your product right now?

Why choose your product over a competitor?

Why are you the right sales ambassador for them?

What's the emotional connection between you and your ideal client?

What are 3 things that are important to your client?

# TODAYS TASK

3 things you have in common with your ideal client.

Why is now the right time for them to make a decision to train with you?

What is their job?

What kind of company do they work for?

How senior are they?

# NOW DO THIS

1. Go to link [www.lux.ac/complete](http://www.lux.ac/complete) before midnight tonight
2. Enter the information of your idea client in the text area