

Course : The art of customer relations in the luxury world

Practical course - 2d - 14h00 - Ref. RCX

NEW

Dans le secteur du luxe, la relation client est primordiale. Le ressenti du client, pendant l'expérience d'achat, est un vecteur puissant. L'atmosphère, la magie de l'accueil, la qualité de la relation avec le vendeur, jouent un rôle déterminant. Comment rendre cette expérience unique, personnalisée et authentique ? Quelles sont les clés pour susciter l'effet "Waouh" et accompagner l'acte d'achat du client ? À l'issue de cette formation, vous serez en mesure de mieux comprendre le profil et les attentes de vos clients, afin de leur offrir une expérience sur mesure.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Decoding customer attitudes and postures
- ✓ Supporting customers according to their profile
- ✓ Develop a welcome consistent with the brand's image
- ✓ Manage customer purchasing levers
- ✓ Selling value
- ✓ Offering an authentic, personalized experience

Intended audience

Brand ambassadors, sales advisors, store managers and directors

Prerequisites

No

Practical details

Teaching methods

Training offered exclusively on an in-company basis. Content and workshops are tailored to your needs. Speakers are specialists in customer relations approaches in the luxury sector and in high value-added products and services.

Course schedule

PARTICIPANTS

Brand ambassadors, sales advisors, store managers and directors

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 A warm welcome

- Decode the customer's postures and implicit signals to initiate a tailor-made relationship
- Adapt your approach to the customer's profile
- Present yourself in a way that is consistent with the world you embody

Sequence Objectives

Workshops: understanding the customer's world and points of reference.
Developing a signature welcome

2 Listen to desire, capture it

- Identify purchasing drivers (esteem, pleasure, distinction, heritage...)
- Refine your active listening skills and emotional intelligence
- Understand the expectations behind the customer's desire to buy
- Adapt product or service presentation to customer expectations

Sequence Objectives

Ateliers : au-delà du produit, générer une émotion, proposer un moment unique

3 Offering a global experience

- Highlight the meaning and value of the rarity and uniqueness of the offer
- Handle hesitations with tact and assurance
- Presenting price as the natural extension of value

Sequence Objectives

Ateliers : valoriser l'univers de la marque par l'expérience singulière proposée au client, accompagner l'achat

4 Closing the experience with intensity and memory

- Buy with diplomacy and confidence
- Turning purchasing into a signature moment
- Saisir les informations clés dans le CRM pour alimenter une relation durable
- Make a lasting impression with an authentic gesture, attention or word

Sequence Objectives

Ateliers : ancrer l'effet "Waouh", fidéliser

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.