

Discover

Customer Experience in Luxury

The Fondation de la Haute Horlogerie, whose mission is to promote and transmit watchmaking culture, is pleased to present the FHH Academy, its entity dedicated to watchmaking training worldwide. The FHH Academy offers a range of training courses, lectures, courses and workshops with the aim of acquiring the essential skills and knowledge related to the world of fine watchmaking.

Synopsis

The training can welcome up to 12 participants.

The Luxury Sales Attitude workshop provides essential theoretical knowledge around fine watchmaking selling on the sales floor: Understand the definition of luxury, customers' buying motives, pre-sale preparation and the key stages of a sale. Very much customer oriented, this workshop allows sales staff to apply the freshly acquired knowledge during activities and role plays.

The module uses a variety of media and pedagogical methods that are employed throughout the course and that help to set the rhythm of the session.

No exam is planned.

A certificate of attendance is issued at the end of the training for all the participants who have attended the entire course.

Objectives

The aim of the Luxury Sales Attitude workshop is to provide salespeople with knowledge and best practices to enrich the customer experience and interactions in the store.

The objectives of the module are:

Participants will be able to enhance customer's experience in the luxury industry.

Participants will be able to identify the most effective techniques and soft skills necessary to deliver the most qualitative interactions.

Participants will be able to better communicate and assist the client throughout its boutique experience.

For whom?

This training is intended for any adult interested in the watchmaking field and does not require any prerequisites. However, the FHH Academy recommends at least one year's experience in the field.

Length of the course

The Luxury Sales Attitude workshop lasts for half a day.

Description of the course

Introduction

Find the right attitude with the client

Customer & Luxury

Luxury

- Definition

Client Experience

- Purchasing motivations
- The customer – brand relationship

Pre-sale preparation

Self-preparation

- The right presentation
- Mental preparation

Point of Sales

- Preparation of the Point of Sales
- Get the right process

Point Of Sales environnement

- Shopping Environment
- Cultural Environment

The Different stages of a Sale

Welcome

- Key Words
- Corporate Codes

Discovery

- The art of asking
- Put in perspective

Presentation

- Structure (present a watch)
- Recommendations (choice of words)

Negotiation

- Highlighting the product advantages over the customer
- Objection management

Conclusion

- Validation
- Purchase decision
- Purchase made

Follow-up

- Close the deal
- Follow-up

Conclusion

Registration

To register, please contact us via the contact form on the website:

<https://fhhacademy.hautehorlogerie.org/contact>