

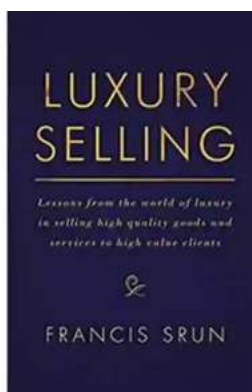
# Lessons From The World Of Luxury In Selling High Quality Goods And Services To

In today's highly competitive market, selling high-quality goods and services can be a challenging task. However, the world of luxury has always stood out due to its ability to sell products and services at premium prices. So, what can we learn from the world of luxury when it comes to successfully selling high-quality goods and services? Let's delve into the world of luxury and discover the valuable lessons it has to offer.

## 1. Create an Aspirational Brand

One of the key lessons we can learn from the luxury industry is the importance of creating an aspirational brand. Luxury brands excel in creating a sense of exclusivity and desirability around their products and services. They effectively build a unique and compelling brand identity that appeals to their target audience.

To successfully sell high-quality goods and services, it is crucial to create a brand that evokes desire and admiration. Develop a unique brand story that resonates with your target customers, positioning your products or services as something they aspire to possess or experience.



## Luxury Selling: Lessons from the world of luxury in selling high quality goods and services to high value clients

by Francis Srun(1st ed. 2017 Edition, Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English

File size : 1332 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled  
Print length : 258 pages



## 2. Focus on Exceptional Quality

The luxury market is known for its uncompromising focus on exceptional quality. Luxury brands consistently deliver superior craftsmanship and materials, ensuring that their products and services meet the highest standards. This commitment to quality is a lesson we can apply to selling high-quality goods and services in any industry.

When selling high-quality goods and services, prioritize quality above all else. Ensure that your products or services are meticulously designed, well-crafted, and built to last. By emphasizing exceptional quality, you instill a sense of trust and reliability in your customers, making them more inclined to choose your offerings.

## 3. Emphasize Exclusivity and Rarity

Luxury brands thrive on exclusivity and rarity. They often offer limited edition products, personalized services, and unique experiences that are not easily accessible to the masses. This sense of exclusivity and rarity helps create a sense of value and differentiation, making their offerings highly desirable.

In selling high-quality goods and services, consider how you can cultivate a sense of exclusivity and rarity. Offer limited edition or custom-made options, provide personalized services, or create unique experiences for your customers. By making your offerings exclusive, you enhance their perceived value and make them more attractive to your target market.

## **4. Deliver impeccable customer service**

Customer service plays a vital role in the luxury industry. Luxury brands understand the importance of providing exceptional customer experiences and go above and beyond to ensure customer satisfaction. They prioritize personalized interactions, attention to detail, and prompt problem resolution.

When selling high-quality goods and services, invest in delivering impeccable customer service. Train your staff to be knowledgeable, friendly, and attentive to customer needs. Strive to exceed customer expectations at every touchpoint, ensuring a memorable and positive experience. A happy customer is more likely to become a loyal customer and recommend your offerings to others.

## **5. Leverage storytelling and emotional connections**

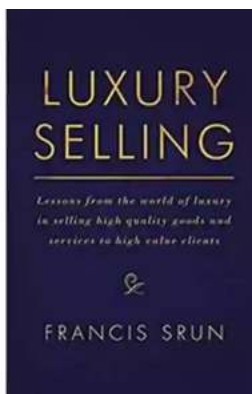
Luxury brands are experts at leveraging storytelling and emotional connections to engage with their customers. They understand that selling high-quality goods and services is not solely about the product features or benefits; it's about creating an emotional connection with the customer.

When selling high-quality goods and services, use storytelling to create an emotional connection with your audience. Share the story behind your brand, the people involved, and the values you stand for. Connect with your customers on a deeper level by appealing to their emotions and aspirations. This emotional connection will establish a long-lasting bond with your customers and differentiate your offerings from competitors.

The world of luxury offers valuable lessons in selling high-quality goods and services. By creating an aspirational brand, focusing on exceptional quality, emphasizing exclusivity and rarity, delivering impeccable customer service, and

leveraging storytelling and emotional connections, you can elevate your selling strategy and stand out in a crowded market.

Remember, selling high-quality goods and services is not just about the product or service itself; it's about how you make your customers feel and the experience you provide. With the lessons from the world of luxury, you can unlock the key to successfully selling high-quality goods and services and leaving a lasting impression on your customers.



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Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer.

Selling to very wealthy, demanding customers – whether you're selling luxury products or high value bespoke professional services – is a very different process to selling anything else to anyone else.

Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong, most recently with Maison Boucheron.

The first step is learning how to physically embody “Luxury”. You need to look, speak, and move “Luxury”. The true luxury attitude is not submissive nor is it hauteur – it is gentle, generous and simply, truly human. Success comes from not just being professional but from building a genuinely luxury relationship with clients.

To do that you need to truly understand your client. High value customers today are younger, international in outlook and residence, and increasingly from Asia. Their buying motivation is always about self-affirmation and pleasure and never about money.

The luxury customer’s decision process is unlike that of other customers. While emotion is important when selling anything to anyone – with luxury selling it is paramount. Srun shows how the psychology of Brand, Product, Place, Price and Time all play a role in customer’s motivations.

Finally this book guides you step by step with concrete examples and useful techniques through the seven steps of luxury selling: be prepared to sell, welcome appropriately, listen genuinely, propose and present with style, meet objections with persuasion rather than refutation, conclude sharply and finally gain loyalty for a long term relationship.



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