



## Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale

By Lent, Robin; Tour, Genevieve

Wiley, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface by Alain-Dominique Perrin. Introduction. Part One: Initial Thoughts. 1. The vital role of the Sales Ambassador. 2. In the eyes of the customer, the Sales Ambassador is the brand. 3. Loyalty begins with the first contact. 4. Keep in mind how you like to be treated. 5. There are customers behind customers. 6. The incredible loss from one lost customer. 7. The emotional side of the purchase. 8. The island vacation or the earrings. 9. The price is only one of the factors. 10. The "wow" comes when you go beyond expectations. 11. Discretion and confidentiality. Part Two: The Frame of Mind of the Sales Ambassador. 12. Be a person before being a Sales Ambassador. 13. Turn every contact into an experience. 14. Get inside the customer's story. 15. Congratulate customers. 16. Compliment your customers. 17. Every complaint is an opportunity. 18. The other competitor. 19. Service costs nothing. 20. The great danger of prejudices and preconceived ideas. 21. Work as a team player. 22. Relationships and mistakes. Part Three: The Savoir-Faire of the Sales Ambassador. 23. The successful selling style. 24. Life is a celebration. 25. Use each contact to inform and educate. 26. The power of timing. 27. Time is a precious sales tool. 28. The art of using silence. 29. Music as...



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