

COURSE SYLLABUS

COURSE TITLE:	Sales Techniques for Luxury Brands	COURSE CODE:	FASH 120
PREREQUISITES:		SEMESTER:	SPRING 2017
INSTRUCTOR:	Catherine Berasategui	CREDITS:	3
EMAIL:	cathyberasategui@gmail.com	SCHEDULE:	Friday 11.30 – 14.30

COURSE DESCRIPTION:

The 12 sessions will be based on Inverted Courses Model with active, problem based and collaborative learning. To increase the student's ability of self direction, materials such as videos, articles, web pages, selected chapters from reference books will be accessible a week before the course . Three 30mn assessments, based on the previous courses notions and the last digital contents delivered will take place in the beginning of sessions number 3 , 7 and 10. The 3 hours course will be divided in several phases, depending on the subject, with two 15mn breaks, one per hour.

Each session will include a phase of 30mn questions linked to the documents they will have been asked to read or the work they will have been asked to do before the session (all students will have to send their key points learnt or the power point to the teacher before the session), case studies in small groups, individual and groups role plays , delivery of acquisitions via a Power point presentation which will be given to the students at the end of the course.

COURSE OBJECTIVES:

To give students a perfect understanding of:

- What is Luxury
- What are the main sectors
- Who are the main actors
- What are the specificities of this unique environment in terms of sales and communication
- What are the codes
- Who the clients look like nowadays and what are their expectations
- How to approach this clientele, to sell and to build loyalty with a retail focus

This course is very retail oriented with a very practical approach: the objective is that students understand in details and practice the selling ceremony used by all sales assistant in Luxury.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- 1) **Identify a Luxury brand, distinguish the segmentation in Luxury brands** (High Luxury /Luxury/ Premium/Fashion) **and describe the main Luxury groups and key brands in each category**
- 2) **Behave with Elegance in the 4 steps of Selling Ceremony** in Luxury boutiques (Wording & Attitude)
- 3) **Adapt easily to a unique Client Path** (playing with multi channels distribution, from digital to the boutiques via Whats App and We Chat)
- 4) **Understand this high demanding clientele** (expectations, cultural specificities, worldwide citizens, versatile and using new codes (X generation))
- 5) **Stay up to date with developments on this specific market** (new brands, new products launchings , special events) via dedicated webpages , blogs, forum and conferences

MANDATORY TEXTBOOKS:

Selling Luxury by Robin lent, Genevieve Tour, Alain Dominique Perrin.

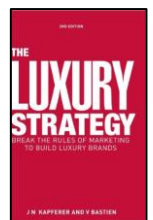
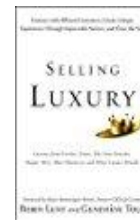
ISBN-13: 978 0470 457993

Luxury Retail Management by Michel Chevalier, Michel Gutsatz.

ISBN-13:9780470830260

The Luxury Strategy by Jean Noel Kapferer Second edition Sept 2012.

ISBN-13: 9780749464912

**EVALUATIONS:**

The final grade will be determined as follows

- 20% - Class Participation and Engagement
- 40% - 3 quizzes
- 20% - individual homework sent to the teacher before each course
- 20% - group work

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
3 rd February		<ul style="list-style-type: none"> • Introduction of each student + teacher • Course objectives • Expected learning outcomes • Course description & evaluations • Module I : What is luxury? Film from DIOR
10 th February		<ul style="list-style-type: none"> • REP election • Debrief of the DIOR video : Q&A • Module 1 : What is luxury ? <ul style="list-style-type: none"> ➢ Analyzing the nature of true Luxury products or services ➢ Hand of Luxury (group exercise) <p>All these descriptions are illustrated with examples (advertising /videos)</p>
24 th February	Read article + Two chapters from the book “ Luxury Strategy”. Be prepared to respond questions in class about the reading.	<ul style="list-style-type: none"> • Module 2: Luxury segmentation <ul style="list-style-type: none"> ➢ Explaining the difference between Premium/Luxury/High Luxury brands ➢ Brand’s segmentation Who is Where? (Group exercise) • Module 3: Luxury Store Location • Instructions for mystery visits and group work
3 rd March	<p>Group 1 (half class) doing store visits with teacher: Read questionnaire, prepare questions and be ready to do mystery visits</p> <p>Group 2 (half class) group work : by group of 2 , prepare a power point presentation about 3 major luxury brands .</p>	<p>Group 1: store visits with teacher</p> <p>Group 2: group work, no presence at school required</p>

<p>10th March</p>	<p>Group 2 (half class) doing store visits with teacher: Read questionnaire, prepare questions and be ready to do mystery visits</p> <p>Group 1 (half class) group work : by group of 2 , prepare a presentation about 3 major luxury brands .</p>	<p>Group 2: store visits with teacher</p> <p>Group 1: group work, no presence at school required</p>
<p>17th March</p>	<p>Power point presentation to send to teacher latest on the 13th March, be ready to do this presentation in front of the class (some will present in class)</p> <p>Prepare for Quiz</p>	<p>45mn Quiz from the first 5 sessions (module 1, 2, 3 + store visits and brands presentations)</p> <p>Groups presentations: “The nature of true Luxury brands” (history, codes, iconic products, positioning communication)</p>
<p>31st March</p>	<p>Read some chapters of the book “selling luxury” plus some videos on You Tube</p>	<ul style="list-style-type: none"> • Module 4 (first part): four moments “Tisser les liens” in retail: Wording & Attitude <p>I) I provoke the encounter (welcoming), create a bond between the client, the boutique and myself (theory and role play)</p> <p>II) I invite my client to dream (make the client feel like a princess / listening to all her needs), create a bond between the client, the brand universe and the styles /products (theory and role play)</p>
<p>14th April</p>	<p>Read and learn a bespoke guide with wording & gestures to use in role play</p>	<ul style="list-style-type: none"> • Module 4 (second part): four moments “Tisser les liens” in retail: Wording & Attitude <p>III) I make the dream come true (suggesting products and close the sale) with cross selling and team working (theory and role play)</p> <p>IV) I arouse the desire to return (create a bond between today & tomorrow) (theory and role play)</p>

<p>21st April</p>	<p>Read article + 2 chapters from "Luxury Retail Management" and key points to prepare individually to participate in class</p>	<p>30mn quiz from the last 2 sessions (Module 4 The complete Selling Ceremony "Tisser les liens")</p> <ul style="list-style-type: none"> • Module 5: The main Luxury actors <ul style="list-style-type: none"> ➢ Major groups (LVMH, Richemont, Kering..) ➢ Independent Houses (Chanel, Hermes, Prada...) • Module 6: Impact of social network & digital development on sales techniques <ul style="list-style-type: none"> ➢ Selling Luxury goods online, the internet dilemma (when, what & how to sell on the internet)
<p>28th April</p>	<p>Individual work to prepare: if you were a brand ambassador or a queen Bee, what would you do? Some will present in class</p>	<ul style="list-style-type: none"> • Module 7: 8 anti laws of marketing for sales approach <ul style="list-style-type: none"> ➢ Do not sell! ➢ Make it difficult for client to buy ➢ Do not respond to rising demand ➢ You sell to someone before you sell something ➢ You sell a price and not a product ➢ Just sell marginally on the internet ➢ The role of advertising is not to sell ➢ A SA in luxury should never ears a direct sales commission
<p>5th May</p>	<p>Articles to read + videos on various nationalities approach & culture</p>	<ul style="list-style-type: none"> • Module 8: Selling Luxury goods in department stores: <ul style="list-style-type: none"> ➢ brands corner/ personal shoppers • Module 9: Bespoke approach depending on client nationalities with a special focus on (European, Russian/ Kazakhstan, Chinese, Indian Japanese, rest of Asia, Brazil, American, Middle East)
<p>12th May</p>	<p>Prepare for quiz</p>	<p>45mn quiz from the last 3 sessions The 21 essentials in Luxury selling from Andre Taylor Documentary film: FASHION !</p>

