



Professional Certificate - Customer Experience & Sentiment in Luxury Retail

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

 **Online Programme**

Luxury retail is about luxury customer experience which requires specific competencies, and it is essential to understand **customer psychology**: why customers buy luxury goods.

This online programme is based on the method of "**Active Selling**" developed by **Francis SRUN**, an expert in luxury selling with 20 years of experience with high-end luxury groups. It shows you **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 customers, and **how to influence** customers positively.

Programme code	10012796-04
Duration	13 May – 16 Jun 2022 5-week Online Self-learning Programme plus 7-hour Zoom Webinar Meetings
Venue	HKPC Academy Online Learning Platform 
Medium	English, teaching material in English
Course fee	HK\$5,800 *(Early-bird: HK\$5,220, complete applicable on or before 29 April 2022)

Learning Outcome

- Understand luxury customer psychology: why do they buy
- Understand customer decision process and be able to persuade
- Handle customer selling process effectively (the 7 selling steps)
- Romance and seduce: how to increase desires
- Master customer objections: how to reduce fears
- Able to build long-term relationship with customers

Course Outline & Schedule

Week*	Modules/Assignment	Topic	Webinar Class#
Week 1 13 - 19 May 2022	Luxury Aspiration What is Luxury and How to be Luxury? Understand Luxury customers decision process	1. Welcome to Your Journey 2. Luxury Selling 3. Be Luxury 4. Customer Decision Process	19 May 2022 (Thu) 4:00pm - 5:00pm What is Luxury?
Week 2 20 - 26 May 2022	Customers Decision Process Presentation of Luxury Selling Active Selling Method: sell in 7 steps. Understand the motivation factors <i>Assignment 1: What are the desires and fears of my clients? (25%) (Preparation time: 30 min)</i>	5. Active Selling & Persuasion 6. Step 1: Preparation 7. Step 2: Welcoming	26 May 2022 (Thu) 4:00pm - 5:30pm Customer Decision Process Why Costumer Buy Luxury?
Week 3 27 May - 2 Jun 2022	Romancing How to know customer's desire and how to present effectively? Luxury is about emotion <i>Assignment 2: One-minute speech about your brand (25%) (Preparation time: 30 min)</i>	8. Step 3: Discover Customer's Need 9. Step 4: Presenting	2 Jun 2022 (Thu) 4:00pm - 5:30pm Luxury Presentation How to Seduce?
Week 4 3 - 9 Jun 2022	Persuasion Convince customers with the power of persuasion. Learn how to handle objections, including price <i>Assignment 3: Elaborate your own 10 golden rules (50%) (Preparation time: 2 hours)</i>	10. Step 5: Convincing 11. Step 6: Close a Sale	9 Jun 2022 (Thu) 4:00pm - 5:30pm Luxury Persuasion How to Conclude?
Week 5 10 -16 Jun 2022	Customers Relation How to build long term relation with customers and consolidate the meaning by having action plan for improvement	12. Step 7: Building Long-term Relation 13. Joy of Selling	16 Jun 2022 (Thu) 4:00pm - 5:30pm Final Wrap-up How to Build Long- Term Relationship?

***Estimated self-learning hours: 12**

#Trainer will interact with participants regularly via online learning platform

Assessments

Participants are required to submit 3 assignments stated in the course outline. 20% of the original assessed marks will be deducted for any late submission. Late submission after 7 days of the deadline will not be accepted.

Professional Certification

"Professional Certificate in Luxury Customer Psychology & Retail Selling Skills" will be awarded to participants who have completed the full programme requirement with 75% or above attendance rate and obtained an overall pass (50%) in the assignments.

Trainer's Profile

Francis SRUN has over 20 years of luxury brand and retail management experience managing for international luxury groups and prestigious brands such as Richemont, Kering, Piaget, Boucheron and Ralph Lauren. He is keen to share his expertise. He has published 2 books dedicated to luxury customers psychology as well as purchase behavior and selling techniques. He has designed this e-learning programme in an easy-to-follow method that participants will be able to manage according to their schedule and then interact with him in the webinar meeting. Francis has obtained a Diplôme d'études supérieures commerciales, administratives et financières from the Grande Ecole Sup de Co Bordeaux in France. He is Swiss Federal certified professional trainer, coach and instructional designer.



Enrolment method

Scan the QR code to complete the enrolment and payment online.

Enrolment form can be downloaded at
<https://www.home.hkpcacademy.org/enrollment/>

