

**COURSE TITLE : Sales Techniques for Luxury Brands**

COURSE NUMBER:

CREDITS : 3

PREREQUISITE:

ECTS CREDITS : 6

OFFERED: FALL&SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The attitude, product knowledge and overall delivery/presentation of the product by the sales consultant/brand ambassador all play an equally important role in luxury sales. This translates to a well-educated, skilled staff having good communication skills, a high level of presentation skills, and a customer centric approach.

The objective of this course is to give students an understanding of the way luxury and high end fashion products and experiences are sold and to develop their capability to do so.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies and role plays. Students are expected to thoroughly read text materials and participate in class discussion. Topics covered will include

- Fashion and luxury selling & the Marketing Concept
- Brand knowledge and story-telling
- Self-expression and sense of self
- Understanding Buyer Behavior
- Approaching the Customer, Securing Desire
- Exceptional treatment and experience
- Craftsmanship / Quality
- Authenticity
- The Rarity Factor
- Emotional Bonding
- Mystique
- Servicing the Sale; Closing the Sale & Building Customer Relations
- Ethical issues, Career Opportunities

EVALUATION :

The final grade will be made up of class participation, articles and case studies handed in, role-plays a mid-term test and the final examination.