SJQU-QR-JW-033（A0）

**【Selling Luxury】**

一、基本信息（必填项）

**课程代码：**【2060682】

**课程学分：**【2】

**面向专业：**【工商管理（奢侈品管理专业）】

**课程性质：**【院级必修课】

**开课院系：珠宝学院工商管理（奢侈品管理）系**

**使用教材：**

教材【Robin, L. and Genevieve, T **Selling Luxury**, John Wiley& Sons, Inc., Hoboken, New Jersey.】

参考书目【Original title: Il racconto della moda Dalla Preistoria ai nostril giorni Translation title : Fashion: The Ultimate History of Costume From Prehistory to the Present

Translation : Kevin Krell 】

【The trainee text material from Louis Vuitton Moët Hennessy Corp.】

【奢侈品销售的艺术，罗宾·伦特（Robin Lent）, 热纳维耶芙·图尔著，机械工业出版社2016年5月1日】

**课程网站网址:**

**先修课程：**

二、课程简介（必填项）

The aim of this module is to provide a rigorous grounding in the theory of luxury selling and equip student with knowledge/sell skills, which can be use in luxury selling filed or other relevant career.

This module introduces how to make the merchandise unique in the luxury environment? how to connect trusty relationship with customer? How to build customer loyalty that can be last for decades or even a lifetime? How to improve the brand value use your sells skill or communicate with customers.

What is the most important method to face to different customers? How to cross-sell in the luxury environment? How to analyze customer psychology and use sell skilling make purchase decision? How to know your customers form different point of view?

三、选课建议（必填项）

Selling luxury is a basic professional course, suitable for students majoring in business administration and luxury management whose are ready to work.

四、课程与专业毕业要求的关联性（必填项）

|  |  |
| --- | --- |
| 专业毕业要求 | 关联 |
| LO111：倾听他人意见、尊重他人观点、分析他人需求. | ● |
| LO332：熟悉消费者行为分析和市场分析的方法，掌握销售的技能，能够与顾客良好的沟通，达成销售。 | ● |
| LO412：诚实守信：为人诚实，信守承诺，尽职尽责。 | ● |
| LO712：助人为乐：富于爱心，懂得感恩，具备助人为乐的品质。 | ● |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果（必填项）（预期学习成果要可测量/能够证明）

专业能力写到毕业要求层级（二级编码），通用能力写到指标点层级（三级编码），如果是应用型本科试点专业全部写到指标点层级（三级编码）。在“课程目标（细化的预期学习成果）”这列要写清楚指标点（或者毕业要求）在本门课程里面的具体表现，撰写时以适当的行为动词引导。

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **序号** | **课程预期****学习成果** | **课程目标****（细化的预期学习成果）** | **教与学方式** | **评价方式** |
| 1 | LO111 | 倾听他人意见、尊重他人观点、分析他人需求。 | Situation Teaching Method: design different client’s scene of consumption and teach student how to listen clients’ opinions, and from customer stories can be able to observe them. | Class test and group discuss  |
| 2 | LO332 | 熟悉消费者行为分析和市场分析的方法，掌握销售的技能，能够与顾客良好的沟通，达成销售。 | Task-Based LanguageTeaching: Guide students to study luxury selling case, using excellent experience in selling and training top sales ambassadors throughout the text book. | Class test and Presentation score. |
| 3 | LO412 | 诚实守信：为人诚实，信守承诺，尽职尽责。 | Audio-lingual Approach: story study and video watching | Class discusses |
|  | L0712 | 助人为乐：富于爱心，懂得感恩，具备助人为乐的品质。 | Communicative Teaching Method: discuss how to be a superior person and guide students to build a person’s best quality. | Class discusses |

六、课程内容（必填项）

**Introduction: Module overview**

1.Define luxury

2.The history of luxury

3.The current situation of China’s luxury market

4.The creation of a unique customer journey

5.The logic behind this creation

**Part one: Initial Thoughts**

1. The vital Role of 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 to 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**

1. Be a person before being a sales Ambassador
2. Turn every contact into an experience
3. Get inside the customer’s story
4. Congratulate customer
5. Compliment your customer
6. Every complaint is an opportunity
7. The other competitor
8. Service costs nothing
9. The great danger of prejudices and preconceived idears
10. Work as a team player
11. Relationships and mistakes

**Part Three:** **The Savoir-Faire of the Sales Ambassador**

1. The successful selling style
2. Life is a celebration
3. Use each contact to inform and educate
4. The power of timing
5. Time is a precious sales tool
6. The art of using silence
7. Music as a metaphor for selling
8. Select the words you use carefully
9. Tones, rhythms, and volumes
10. The competition, your customers, and your advantages
11. Personalize your service
12. Pleasure comes from consistency
13. Maintain your energy
14. Make someone’s day
15. Each telephone contact is anther opportunity
16. Analyze the sales you made
17. Analyze the situation when the customer did not buy

**Part Four: Preparing to Sell**

1. The impact of the right atmosphere on customers
2. Luxury is in the details
3. Keep the service level up even when things are busy
4. Prepare your selling tools
5. Know what you have in stock
6. Learn how each creation was crafted
7. Know what is happening in your city

**Part Five: Welcoming and Discovering the Customer**

1. A greeting needs a smile

2. Your body language speaks louder than words

3. Listening with your eyes

4. The importance of discovery

5. The gift purchase

6. The power of questions

7. Be a careful listener

8. Find out how your customer feels about your brand

9. Make statements to obtain information

10.Introduce yourself

11.Just looking

12.The art and importance of reformulation

**Part Six Proposing, Romancing, and Handling objections**

1. Keep your proposals simple
2. Create curiosity
3. Handle everything you sell as a precious object
4. Position the offer
5. Make clever use of the light
6. Romance your creations to enhance the emotions
7. Storytelling
8. Invite the customer to try to on the model
9. “Wrap” the price as if it were a gift
10. The art of exploring “let me thing about it”
11. Prepare for dealing with objections

**Part Seven: Concluding and Making Additional Sales**

1. Be aware of buying signals
2. Tips to conclude
3. Suggest the best solution
4. The importance of reassuring when concluding
5. “Picture” the purchase
6. Advise customers about maintaining their purchase
7. Suggest ways of offering a gift
8. The additional sale

**Part Eight: Building Customer Loyalty**

1. Loyalty comes from offering gifts linked to the purchase
2. Offer two business cards
3. Make a good last impression
4. Every departure is a preparation for another visit
5. Loyalty comes from remembering your customers
6. The database is an essential tool
7. Celebrate the newborn
8. Build loyalty by staying in touch
9. Ask for a referral
10. Customer after-sales service and the broken dream
11. The ideal after-sales service scenario

**Past Nine:** **Career Development Path in Luxury Field**

1. How to choose your career?
2. How to plan your career path in different step?
3. Constantly Changing luxury environment how to impact your career
4. How to developing your sales ability in the China luxury market?

**Part Ten: Have Professional Qualities**

1. How to build your professional ability?
2. Improve your professional qualities
3. Patriotism, dedication, integrity, and friendship

|  |  |  |
| --- | --- | --- |
| 总评构成（1+X） | 评价方式 | 占比 |
| X1 | Case Analysis | 30% |
| X2 | Class Test | 30% |
| X3 | Presentation  | 40% |

七、评价方式与成绩（必填项）

撰写人： 姜涛 系主任审核签名：吴璠

审核时间： 2022/02/16