

Luxury Retail Clienteling and Sales Excellence Training Course

11 – 15 April 2027
Johannesburg

AGILE LEADERS
Training Center

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Ref: 1851_238508 **Date:** 11 – 15 April 2027 **Location:** Johannesburg **Fees:** 4500 Euro

Overview

Luxury Retail Clienteling and Sales Excellence Training Course is a one-week professional programme for luxury retail advisers, premium account specialists, boutique managers and client-experience leaders. Participants learn to represent luxury brand codes, understand premium client expectations, conduct refined discovery, communicate value without discount-led tactics and build durable relationships through disciplined clienteling. The course combines luxury retail sales training, premium client relationship management, luxury brand storytelling, boutique client experience and omnichannel clienteling practice. Each participant leaves with a practical Clienteling Playbook. Agile Leaders Training Center develops confident, ethical luxury selling and relationship capability.

Who Should Attend

- Luxury retail sales advisers and senior client consultants
- Boutique supervisors, store managers and area managers
- Premium account advisers and relationship managers
- Client experience, CRM and loyalty professionals
- Brand ambassadors and customer-facing premium service teams

Participants should have customer-facing experience or responsibility for premium client relationships. The course does not provide personal financial advice, promise sales results or teach manipulative pressure tactics.

Departments and Industries

The course supports retail sales, client experience, customer relationship management, brand operations, learning and development, loyalty and commercial leadership teams. It is relevant to luxury fashion, jewellery, watches, beauty, automotive, premium hospitality, design, lifestyle and private services.

Learning Objectives

- Distinguish mass, premium and luxury expectations and adapt the selling approach
- Represent brand codes, heritage and product value through credible luxury brand storytelling
- Conduct respectful discovery with affluent and high-expectation clients
- Use clienteling records and personalised outreach to strengthen relationships
- Handle objections and difficult interactions without weakening brand value
- Design consistent boutique and omnichannel client experiences
- Measure retention, reactivation and relationship development

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Course Methodology

The programme uses facilitated discussion, demonstrations, observation checklists, client scenarios, role practice, peer feedback and individual planning. Daily outputs combine into a Clienteling Playbook containing a client profile, selling ceremony, contact plan, conversation guides and performance measures.

Day 1: Luxury Market Codes and Brand Representation

- Differences between mass, premium and luxury value propositions
- Expectations of high-value and culturally diverse clients
- Brand codes, heritage, craftsmanship and controlled exclusivity
- The adviser as a trusted representative of the brand
- Professional presence, discretion, boundaries and ethical conduct

Day 2: Premium Client Discovery and Emotional Value

- Preparing for appointments and reading available client context
- Opening conversations without assumptions about status or spending
- Questioning and listening for occasion, identity and preferences
- Recognising emotional and functional value without stereotyping
- Building a premium client relationship management profile

Day 3: Storytelling, Presentation and Value Articulation

- Turning product knowledge into relevant client stories
- Connecting heritage, materials and craftsmanship to client priorities
- Curating choices without overwhelming the client
- Creating a coherent selling ceremony from welcome to presentation
- Presenting price with confidence and protecting perceived value

Day 4: Objections, Discreet Negotiation and Difficult Situations

- Diagnosing hesitation, comparison, timing and value concerns
- Responding to discount requests without dismissing the client
- Using options and service value in discreet negotiation
- Handling demanding behaviour while maintaining dignity and boundaries
- Recovering from service failures and preserving the relationship

Day 5: Omnichannel Clienteling, Retention and Performance

- Building accurate, useful and consent-aware client books
- Planning personalised follow-up, appointment and reactivation rhythms
- Connecting boutique, messaging, telephone and digital touchpoints
- Tracking retention, reactivation and relationship quality
- Completing a 90-day Clienteling Playbook and manager review plan

Practical Outputs

- Luxury client discovery guide
- Brand storytelling framework
- Boutique selling ceremony checklist
- Client profile and outreach calendar
- Difficult-interaction response map
- Ninety-day omnichannel clienteling plan

Frequently Asked Questions

Is this only for fashion boutiques?

No. The methods apply to premium environments where high-touch service, brand meaning and relationship continuity matter.

Does the course teach aggressive closing?

No. Participants practise respectful decision support and relationship-preserving closes.

Will participants use CRM tools?

The course is platform-neutral and teaches the information structure and routines required for effective clienteling.

How is this different from a general sales course?

It focuses on luxury codes, selling ceremonies, discretion, brand stewardship, client books and long-term relationship measures.

What will participants take back to work?

Each participant completes a Clienteling Playbook with conversation, service, outreach and measurement tools.