



Selling and Managing for a Luxury Experience: Sales Training for Professionals

Bruce Eicher

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The Retail Climate is changing. You must increase sales despite fewer prospects. This book will teach you how to provide what is lacking elsewhere in the retail market, a Luxury Experience. And it is this Luxury Experience that will make sales come easier, larger, and more often. Learn how to *Take your selling skills to a higher, more professional level. *Create a relaxing Oasis in your store for you and your guests. *Let customers ride an Emotional High to the cash register and beyond. *Use your “Steps to a Sale” more successfully. *Seize the Opportunities in all guests, including the “just lookers.” *Set up, maintain, and use an effective Luxury Experience Client Book. *Communicate using all mediums efficiently and professionally. *Utilize your teammates for greater Sales Effectiveness. *Sell successfully against all competition including the internet. *Apply these skills to your own unique business and products. *Have more fun selling in your new Luxury Experience Culture.

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