**【奢侈品销售(双语)】**

SJQU-QR-JW-033（A0）

**【Selling Luxury（Bilingual）】**

一、基本信息

**课程代码：**【2120121】

**课程学分：**【2】

**面向专业：**【Business Administration (Luxury Management)】

**课程性质：**【Department-level compulsory courses】

**开课院系：**Department of Business Administration (Luxury Management), College of Jewelry

**使用教材：**

Textbook【《Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale》 Robin Lent, Genevieve Tour, John Wiley& Sons, Inc., Hoboken, New Jersey.】

Bibliography

【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:** https://mooc2-ans.chaoxing.com/mooc2-ans/mycourse/tch?courseid=234805560&clazzid=77398173&cpi=75339007&enc=835c98692e7fc70497e25d9e61ad5e30&t=1682500603581

**先修课程：** 【PRINCIPLES OF MICROECONOMICS 2120102（3）】

二、课程简介

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

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

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| 专业毕业要求 | 关联 |
| LO11：Be able to listen to others' opinions, to respect their views, and to analyze their needs. Use written or oral forms to explain ideas and communicate effectively. | ● |
| LO21：Be able to determine learning objectives and design learning plans according to needs. Be able to collect and obtain the learning resources needed to achieve the goals, implement the learning plan, reflect on the learning plan, make continuous improvement, and achieve the learning goals. |  |
| LO31：Familiar with the methods of market analysis and brand positioning in the jewelry and luxury goods industry, formulate brand marketing strategies and tactics; formulate a complete marketing execution plan, complete the organization and implementation of marketing activities; Be familiar with brand and market positioning methods, and conduct market expansion based on the market competition environment; Familiar with major social media operations, master network marketing methods and strategies. |  |
| LO32：Be able to use the theory of microeconomics to analyze some phenomena in the economic and commercial fields; be able to consciously observe economic phenomena in real life and society, sort out reasonable economic variables and the relationship between variables; Be able to apply economic theory, qualitatively and quantitatively analyze real economic issues and forecast economic development trends. |  |
| LO33：Familiar with jewelry and luxury store management and customer relationship management; Familiar with consumer behavior analysis and market analysis methods, master sales skills, and be able to communicate well with customers to achieve sales. | ● |
| LO34：Understand the raising, investment, operation and distribution of funds; Be able to master financial planning and decision-making, financial budget and control; Have certain basic financial management capabilities such as financial analysis and assessment. |  |
| LO35：Familiar with project scope, project time, project cost, project quality, project personnel management and business planning; Familiar with project risk and project procurement. |  |
| LO36：Familiar with the planning of the survey plan and the design of the questionnaire; Be able to master the commonly used data analysis and forecasting methods; Familiar with the writing of the survey report. |  |
| LO37：Be able to master the basic theory and knowledge of design and aesthetics; Have design ability and aesthetic quality; Understand the development history of jewelry and luxury goods, basic jewelry and luxury appreciation and the characteristics of different styles of design, and have a certain ability to match jewelry. |  |
| LO41：Law-abiding: abide by school discipline and rules, and have a sense of law; honesty and trustworthiness: Be honest, keep promises, and fulfill duties; Love and dedication: Understand the laws and regulations related to the profession, and fully understand the role and status of this major in the social economy. Be able to abide by professional norms in study and social practice, and have professional ethics. | ● |
| LO51：Be able to take the initiative to play their own role in group activities, cooperate closely with other members to complete tasks together; Have a spirit of questioning, and be able to analyze and criticize logically; Be able to use innovative methods or multiple methods to solve complex or real problems; Understand Industry cutting-edge knowledge and technology. |  |
| LO61：Be able to conduct professional literature retrieval as needed; Have information literacy and the ability to use scientific and technological information technology; be proficient in operating various office software and image and graphics processing software. |  |
| LO71：Love the party and the country: Understand the excellent traditional culture and revolutionary history of the motherland, and build the ideals and beliefs of loving the party and the country; Willingness and ability to act; care for the environment: have the awareness of caring for the environment and the concept of environmental protection in harmony with nature. | ● |
| LO81：Have foreign language ability, be able to read foreign language professional books and materials, and have the ability to understand cross-cultural design in the professional field, and have the awareness of international competition and cooperation. |  |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果

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| **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 | Listen to others' opinions, respect their views, and analyze their needs | Situation Teaching Method | Case analysis |
| 2 | LO332 | Familiar with consumer behavior analysis and market analysis methods, master sales skills, be able to communicate well with customers and achieve sales | Task-Based Language  Teaching | Classroom exercises |
| 3 | LO413 | Honesty and trustworthiness: Be honest, keep your promises, and do your duty | Audio-lingual Approach | Presentation |
| 4 | L0712 | Helping others: caring, grateful, with the quality of helping others. | Communicative Teaching Method: | Presentation |

六、课程内容

TOTAL COURSE HOURS: 32, INCLUDING 32 THEORETICAL COURSE HOURS AND 0 PRACTICAL COURSE HOUR.

**Unit 1:INTRODUCTION: MODULE OVERVIEW (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

1. Understand the current situation of China’s luxury market
2. Understand the creation of a unique customer journey

**Teaching Emphasis:**The history of luxury, The creation of a unique customer journey

**Unit 2: INITIAL THOUGHTS (THEORETICAL CLASS HOUR: 4)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

1. Understand the vital Role of sales Ambassador
2. Understand the customers

**Teaching Emphasis**:loyalty of customers, the role of sales ambassador

**Unit 3: THE FRAME OF MIND OF THE SALES AMBASSADOR (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

1. Understand the requirement of being a sales ambassador
2. Understand the details of creating customer experience

**Teaching Emphasis**: Sales Ambassador requirement and daily work

**Unit 4: THE SAVOIR-FAIRE OF THE SALES AMBASSADOR (THEORETICAL CLASS HOUR: 4)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

1. Understand the art of service
2. Analyze the sales and the situation when the customer did not buy

**Teaching Emphasis**: the art of service

**Unit 5 : PREPARING TO SELL (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

understand The impact of the right atmosphere on customers

**Teaching Emphasis**:luxury selling

**Unit 6 : WELCOMING AND DISCOVERING THE CUSTOMER (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

1. Body language of welcoming
2. understand the importance of listening to customers

**Teaching Emphasis:**Greeting

**Unit 7: PROPOSING, ROMANCING, AND HANDLING OBJECTIONS (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

Understand the importance of Handle everything you sell as a precious object

Learn and practice Storytelling

**Teaching Emphasis:**Storytelling

**Unit 8 : CONCLUDING AND MAKING ADDITIONAL SALES (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

Understand the buying signals

Understand the way of suggestion

**Teaching Emphasis:**buying signals and advisement

**Unit 9: BUILDING CUSTOMER LOYALTY (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

understand how to build customer loyalty

**Teaching Emphasis:**customer loyalty

**Unit 10: CAREER DEVELOPMENT PATH IN LUXURY FIELD (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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?

**COMPETENCY REQUIREMENTS:**

Understand how to make career development

**Teaching Emphasis:**career development

**Unit 11: HAVE PROFESSIONAL QUALITIES (THEORETICAL CLASS HOUR: 2)**

**Teaching content:**

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

**COMPETENCY REQUIREMENTS:**

Understand how to build professional ability

**Teaching Emphasis:**professional ability building

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| 总评构成（X） | 评价方式 | 占比 |
| X1 | Case analysis | 30% |
| X2 | Classroom exercises | 30% |
| X3 | Presentation | 40% |

七、评价方式与成绩

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