

CEREMONY

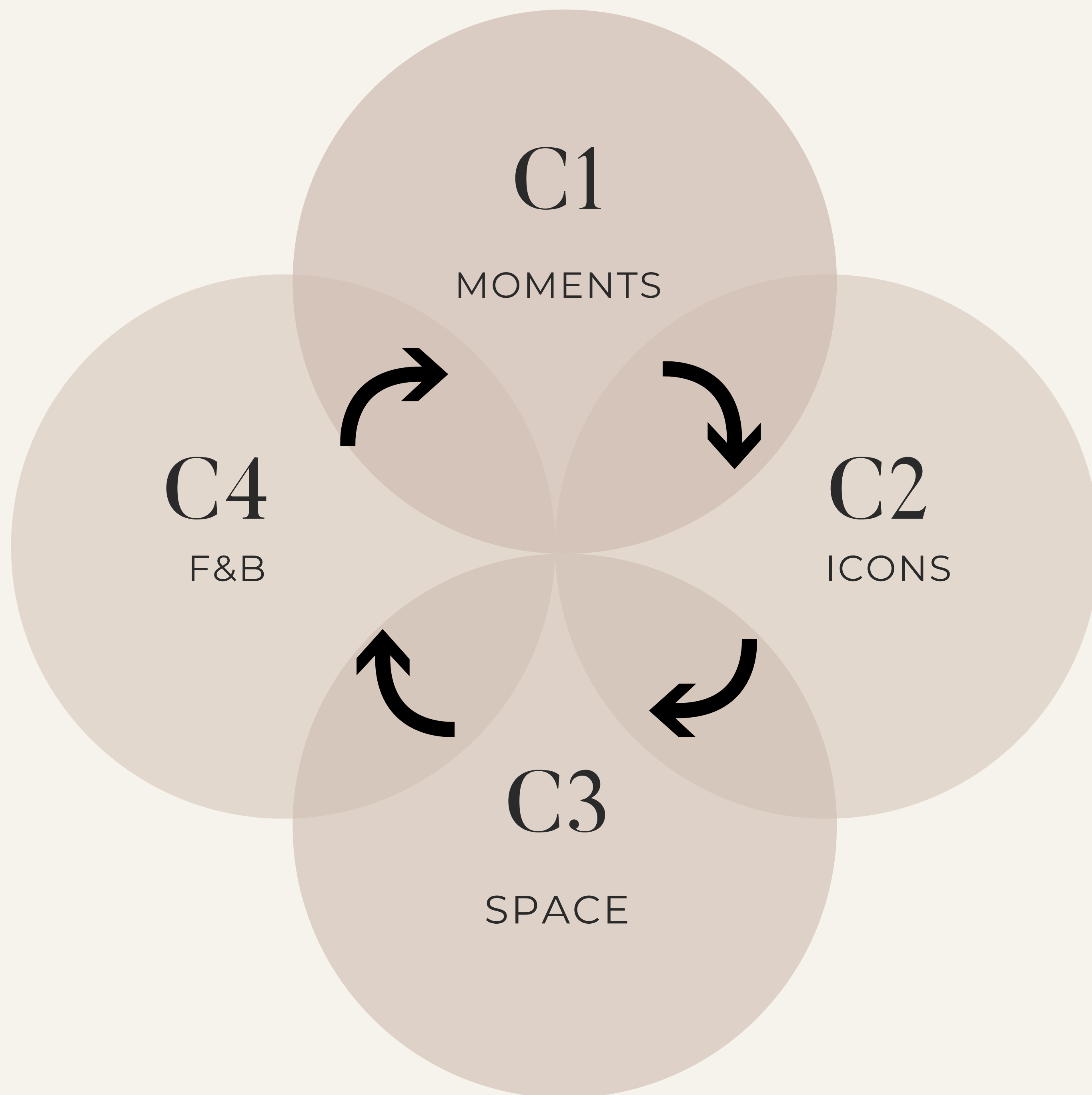
THE IN-STORE EXPERIENCE



The Selling Ceremony is about creating an all-around experience. With a selling ceremony, you usually have a process broken down into chronologically arranged steps: do this first, then move to that, follow with a third, etc. Combining the four ceremony attributes will result in an extraordinary in-store client experience. Curating special moments for your clients, demonstrating product knowledge, proper etiquette, and hospitality are three essential components of successful ceremonies. Knowing how to maximize it will bring you prosperity and massive success.

THE LUXURY RETAIL SELLING

CEREMONY



C1	Moments - Connection, i.e. Good Banter
C2	Icon Piece - Pillar of the house
C3	Space - Specific area of the boutique & aroma
C4	F & B - Refreshments and light bites