

# **Training Successful Sales Associates for Luxury Stores**

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**Luxury FirstLook 2019:  
Digital Acceleration**

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# 20 Years Accelerating Sales Leading Global Brands

## Our Mission is to...

Close the widening gap  
between customers and sales  
associates by equipping  
retailers with the new skills and  
behaviors to stay relevant in the  
digital era.

## Clients



# What's At Stake

## Shifts

- Self informed clients are increasingly self-directed
- Luxury Sales Associates were #1 influencer now #3
- Associates behaviors are silently derailing sales
- Training vs. **a Transformation**

# How Associates Adapt and Transform



# #1. Greet To Attract New Clients

Authentic Smile



+

Eye Contact



Smile with your eyes

Maintain gentle eye contact

Let the client look away first

# #2. Engage to Connect vs. Derail

## The Past:

### Transactional / Forcing

#### Following, Robotic, Cliché

*Telling customers what they already know.*

*Product and story downloads.*

*“Isn’t this beautiful?”*

## The Future:

### Personalized

#### Observe, Listen, Decide

*(Say what you see)*

*“Something seems to have caught your eye”.*

*“What you are looking at is... (new/relevant info.)”*

*“You seem to be looking for something in particular.”*

# #3. Add-on Sales

## The Past:

### Self Focused

*“I think you’ll like this...”*

*“Lots of people are buying this ...”*

*“I would buy this.”*

## The Future:

### Client Focused

Listen for one of the many cues.

Start with the word **SINCE**.

*“Since you said you like..., you’ll also want to consider...”*

*“Since you are purchasing..., you’ll also want to consider...”*



# The Future

A hand holding a glowing globe with a network overlay. The background is a dark gray gradient. A hand, shown from the wrist up, is holding a glowing, translucent globe. Overlaid on the globe and the hand is a complex network of white lines connecting various circular nodes. Some nodes are solid white, while others are concentric circles. The network appears to be a digital or data network, symbolizing technology, connectivity, and the future.

Customers are demanding their relationship with associates evolve.

## PREDICTION

Transformation is hard but doable.

**Associates who use the skills we teach do 32% more business.**



# Stay In Touch...

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