



# **Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale**

*Robin Lent, Genevieve Tour*

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**Praise for *Selling Luxury***

"Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty."

—**Hamida Belkadi**, CEO, De Beers Diamond Jewellers, USA

"Selling Luxury is filled with ways of exceeding each client's expectations through offering a service that surprises and delights."

—**Aaron Simpson**, Group Executive Chairman, Quintessentiall

What does it take to sell high-end luxury creations to the richest clients in the world? In *Selling Luxury*, Robin Lent and Genevieve Tour, with thirty years of combined experience, share their savoir-faire. You'll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. *Selling Luxury* will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world's most prestigious brands.

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