



LEARN A NEW PROFESSION

Fragrance diagnosis and sales techniques

Offer an alternative approach to traditional sales techniques based on a unique client experience.



OBJECTIVES

- Understand communication relations in a sale
- Adapt your fragrance advice to the client's personality
- Assess the generational identity of the client, and master their different relations with perfume.
- Draw up a perfume diagnosis to provide reassuring tailor-made advice that will create customer loyalty.
- Learn key words to convert the tailormade experience into a purchase.



CONTENT

- The different distribution channels and their business models, cross channel: bricks & mortar, e-boutique, websites, social media and marketplaces
- Review of sales basics: the 5 steps of a sale, buyer type, emotional pyramid, the 4 client profiles.
- Studies of 6 generations of perfume consumers. Fragrance preferences (families, facets and notes) for a targeted offer.
- Fragrance art, applied to different media (lines, spaces, objects, etc.)



Sales teams – Sales assistants - Event organisers - individuals – perfume experts - Data managers



1 teaching file



2 days (14 hours)