

LUXURY
ACADEMY

THE ART OF LUXURY

PROGRAMME MODULES

Working with High-Net-Worth Clients



ABOUT YOUR PROGRAMME

WORKING WITH HIGH-NET-WORTH CLIENTS

This course helps you understand how to work confidently and effectively with high-net-worth clients. You'll learn how they think, what they value, and how to build lasting relationships based on trust, discretion, and understanding.

It covers communication, service psychology, emotional awareness, and behaviour, giving you the insight to represent luxury with confidence and authenticity.

WHO IS IT FOR?

WHO IS THIS PROGRAMME FOR?

This course is for professionals who already work in luxury or with affluent clients and want to deepen their understanding of high-net-worth behaviour.

It's ideal if you manage client relationships, provide bespoke services, or represent a luxury brand and want to build confidence, authority, and emotional intelligence when dealing with discerning clients.

TRAINING MODULES

Programme Structure

1. Your programme is 100% online
2. There are no live classes to attend
3. Each lesson is presented in short, informative video format
4. There is an exam at the end of the programme, you have 3 attempts to pass this exam
5. You have 3 months to complete your programme
6. Your programme is CPD accredited
7. You will receive a CPD certification upon successfully passing the end of course exam

Modules

FOUR CATEGORIES OF WEALTH

1. Introduction to the Four Categories of Wealth
2. The Four Categories of Wealth
3. Inherited Wealth
4. Self-Made Wealth
5. Earned Wealth
6. Unexpected Wealth
7. Comparative Analysis
8. World Bank Categories
9. Conclusion

LANGUAGE OF LUXURY

1. Introduction to the Power of Words in Luxury
2. Framing the Luxury Experience
3. Cognitive Biases and Psychological Triggers
4. Crafting the Client Experience Through Words
5. Handout. Words to Replace

Modules

BESPOKE CLIENT EXPERIENCES

1. Introduction to Creating Bespoke Client Experiences
2. Understanding Luxury Clients' Needs and Preferences
3. Personalisation Strategies in Luxury Experiences
4. Building Emotional Connections and Client Loyalty
5. Luxury Storytelling and Brand Narrative
6. Anticipating Client Needs and Going Beyond Expectations
7. Attention to Detail and the Art of Finishing Touches
8. Collaborating with Teams and Partners for Seamless Service Delivery
9. Conclusion – Tying It All Together to Deliver a Wow Experience

CONFIDENCE & GRAVITAS

1. Understanding Gravitas
2. Confidence & Attitude

ANTICIPATING CLIENT NEEDS

1. Introduction – Anticipating Needs
2. Understanding the Neuroscience of Anticipation
3. Behavioural Psychology Techniques for Anticipating Needs
4. Leveraging Social Psychology to Deliver Proactive Service
5. The Practice of Observation – Spotting Subtle Signals
6. Creating Unforgettable Client Experiences Through Anticipation
7. Developing a Proactive Service Mindset
8. Conclusion and Wrap-Up

PSYCHOLOGICAL IMPACT OF LUXURY SERVICE QUALITY

1. Introduction to the Psychology of Luxury Service
2. Understanding HNW Client Expectations
3. The Emotional Impact of High-Quality Service
4. The Role of Trust in Client Relationships
5. Creating Memorable Experiences
6. The Psychological Effects of Personalised Service
7. Managing Client Anxiety and Stress
8. The Impact of Consistency in Service Quality
9. Building Long-Term Client Loyalty

IDENTITY & SELF-IDENTITY IN LUXURY

1. Introduction to Identity and Self-Identity
2. The Psychology Behind Luxury Consumption
3. How Identity Influences Purchasing Decisions
4. The Role of Status and Prestige
5. Emotional Drivers in Luxury Consumption
6. Brand Identity and Client Alignment
7. Conclusion

THE ART OF SMALL TALK

1. Introduction to Small Talk

3. Projecting Confidence
4. Structuring How You Speak & The Voice of Authority
5. Conclusion

BUILDING CLIENT LOYALTY

1. Understanding Loyalty
2. The Psychology Behind Client Loyalty
3. First Impressions That Last
4. The Power of Personalisation
5. Consistency, Reliability, and Surprise
6. When Things Go Wrong
7. The Role of Status and Identity
8. Sustaining Loyalty Over Time

DEALING WITH UPSET HNW CLIENTS

1. Understanding HNW Client Complaints
2. Initial Response to Complaints
3. Empathy and Validation Strategies
4. Effective Problem-Solving
5. Managing Escalations
6. Maintaining Composure and Professionalism
7. Communicating Solutions Clearly
8. Follow-Up and Ensuring Satisfaction
9. Conclusion

PROFESSIONAL BOUNDARIES

1. The Invisible Line
2. Too Friendly or Just Friendly Enough
3. Personal Questions, Private Lives, and Small Talk
4. When Clients Overshare or Cross the Line
5. Boundaries Around Favouritism, Gifts, and Special Treatment
6. Digital Boundaries – Messaging, Social Media, Out-of-Hours Contact
7. Reading the Signs – When You've Gone Too Far or Not Far Enough
8. Graceful Assertiveness – How to Set Boundaries with Confidence

LUXURY CONSUMER INSIGHTS

1. Behaviour and Buying Profiles of Luxury Consumers

2. The A.R.E. Method

3. Ending Conversations Gracefully

2. Language Patterns of Luxury Consumers

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