LUXURY ACADEMY

THE ART OF LUXURY

PROGRAMME MODULES

Selling to High-Net-Worth Clients



ABOUT YOUR PROGRAMME

SELLING TO HIGH-NET-WORTH CLIENTS

This course teaches you how to sell effectively to high-net-worth clients without ever sounding like you're selling.

You'll learn how these clients think, what influences their decisions, and how to build trust through calm, intelligent conversation rather than pressure or persuasion.

It's about understanding psychology, behaviour, and communication so you can create genuine connections and long-term relationships in the luxury sector.

WHO IS IT FOR?

WHO IS THIS PROGRAMME FOR?

This course is for anyone who works with or wants to work with high-net-worth clients.

Whether you're in sales, client relations, or a service role within the luxury sector, it helps you understand how affluent clients think and buy.

It's ideal if you want to build confidence, earn trust quickly, and communicate with the quiet authority expected in luxury environments.

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 programmed is CPD accredited
7. You will receive a CPD certification upon successfuly passing the end of course exam

Modules

HOW TO ATTRACT HIGH-NET-WORTH CLIENTS

1. Understanding How High-Net-Worth Clients Think and Buy
2. Fixing Your Positioning so High-Net-Worth Clients Take You Seriously
3. How to Get in Front of High-Net-Worth Clients
4. Social Media
5. Exclusivity and Scarcity – How to Make Them Want What You Offer
6. Messaging and Sales Psychology – Say Yes Without Selling
7. Service Excellence – Why High-Net-Worth Clients Expect Seamlessness
8. Retaining High-Net-Worth Clients and Leveraging Their Networks
9. Your Ideal Client
10. Conclusion

LUXURY CONSUMER PROFILES

1. Welcome to Luxury Consumer Profiles

Modules

PERSUASION PSYCHOLOGY IN LUXURY SALES

1. Introduction – The Science of Persuasion in Luxury Sales
2. Decision Fatigue and Luxury Sales
3. Priming and Luxury Experience Design
4. Neuroeconomics of High-Stakes Decision Making
5. Cognitive Load Theory and Simplifying Communication
6. Mirror Neurons and Social Proof in Persuasion
7. Anchoring in High-End Sales Conversations
8. The Psychology of Exclusivity and Inaccessibility
9. Oxytocin and Client Relationships
10. Conclusion – Applying Persuasion Psychology in Luxury Sales

THE ROLE OF EMOTIONS IN LUXURY SALES

1. Introduction to Emotions in Luxury

2. Old Money Traditionalists
3. New Money Achievers
4. Discreet Connoisseur
5. Status Symbol Hunter
6. The Experience Seeker
7. Digital Shoppers
8. Ethical Consumers
9. Generational Luxury
10. Conclusion

EMOTIONAL INTELLIGENCE & EMPATHY IN LUXURY SALES

1. Introduction to Emotional Intelligence in Luxury Sales
2. The Neuroscience of Emotion – Understanding Client Decisions
3. Recognising and Interpreting Emotional Cues
4. Self-Awareness – Managing Your Own Emotional Responses
5. Empathy in Action – Connecting with Clients
6. Understanding Luxury Client Behaviour
7. Emotional Regulation Techniques for High-Stress Sales
8. Building Resilience – Handling Rejection
9. Integrating Emotional Intelligence into Everyday Sales Practice

LINGUISTIC AUTHORITY

1. What is Linguistic Authority
2. Sounding Certain
3. The Language of Expertise
4. Conversational Control
5. Silence, Pausing, and Timing
6. Framing and Reframing
7. Subtle Status Signals
8. Putting It All Together

HOW LUXURY CONSUMERS MAKE BUYING DECISIONS

1. Introduction to Luxury Sales Heuristics
2. The Authority Heuristic – Trusting Expert Endorsements
3. The Brand Heuristic – Trust in Reputable Purchases
2. Emotional Triggers – What Drives Luxury Consumers
3. The Power of Emotional Branding in Luxury
4. Creating Emotional Connections Through Personalisation
5. Emotions and Sensory Experiences in Luxury Retail
6. Emotional Responses and Impulse Buying in Luxury
7. The Influence of Life Events on Luxury Purchases
8. Managing and Responding to Emotional Client Reactions
9. Building Emotional Loyalty in Luxury Consumers
10. Conclusion

THE SUBTLE ART OF UPSELLING IN LUXURY

1. Introduction
2. Understanding the Client's Psychological Profile
3. Building Trust as the Foundation for Upselling
4. Identifying Upselling Opportunities Through Observation
5. Crafting the Perfect Upsell Suggestion
6. Using Social Proof and Reciprocity to Enhance Upselling
7. The Art of Suggestion – Leading Without Pushing
8. Post-Upsell Engagement – Reinforcing Value and Loyalty
9. Conclusion

LUXURY SALES INSIGHTS

1. Anchoring in Luxury Sales
2. Confirmation Bias in Luxury Sales
3. Language Patterns of Luxury Consumers
4. Price–Quality Bias in Luxury Sales
5. Selling Profiles of Luxury Sales Professionals
6. The Decoy Effect in Luxury Sales

Names
4. The Commitment Heuristic – Loyalty to Preferred Brands
5. The Consistency Heuristic – Aligning with Existing Beliefs
6. The Novelty Heuristic – Desire for the New and Unique
7. The Price–Quality Heuristic – Higher Price, Higher Quality
8. The Scarcity Heuristic – The Power of Limited Availability
9. The Simplicity Heuristic – The Appeal of Easy Choices
10. The Social Proof Heuristic – Influence of Others
11. Conclusion

BUILDING RAPPORT IN LUXURY SALES

1. The Importance of Building Rapport in Luxury Sales
2. First Impressions and Thin-Slicing
3. Non-Verbal Communication and the Duchenne Smile
4. The Chameleon Effect – Adapting to the Client
7. The Endowment Effect – Ownership in Luxury Sales
8. Behaviour and Buying Profiles of Luxury Consumers

PRICING PSYCHOLOGY AND STRATEGIES

1. Pricing Psychology – Introduction
2. Pricing Psychology – Cost-Based Pricing
3. Pricing Psychology – Value-Based Pricing
4. Pricing Psychology – Dynamic Pricing
5. Pricing Psychology – Subscription Pricing
6. Pricing Psychology – Competitive Pricing
7. Pricing Psychology – Psychological Pricing
8. Pricing Psychology – Penetration Pricing
9. Pricing Psychology – Premium Pricing
10. Pricing Psychology – Loss Leader Pricing
11. Pricing Psychology – Price Skimming
12. Pricing Psychology – Bundle Pricing
13. Pricing Psychology – Economy Pricing
14. Pricing Psychology – Anchor Pricing
15. Pricing Psychology – Decoy Pricing
16. Pricing Psychology – Conclusion