

SAMPLE LESSON PLAN AND AGENDA

A LUXURY SERVICE TRAINING
PREPARED BY TUAN BUI FOR THACO BMW
JULY 2020, HANOI

**"SERVICE IS A PREREQUISITE FOR
ANYTHING RELATING TO LUXURY.
THAT MAKES SHOPPING
SENSUAL AND PLEASUREABLE.**

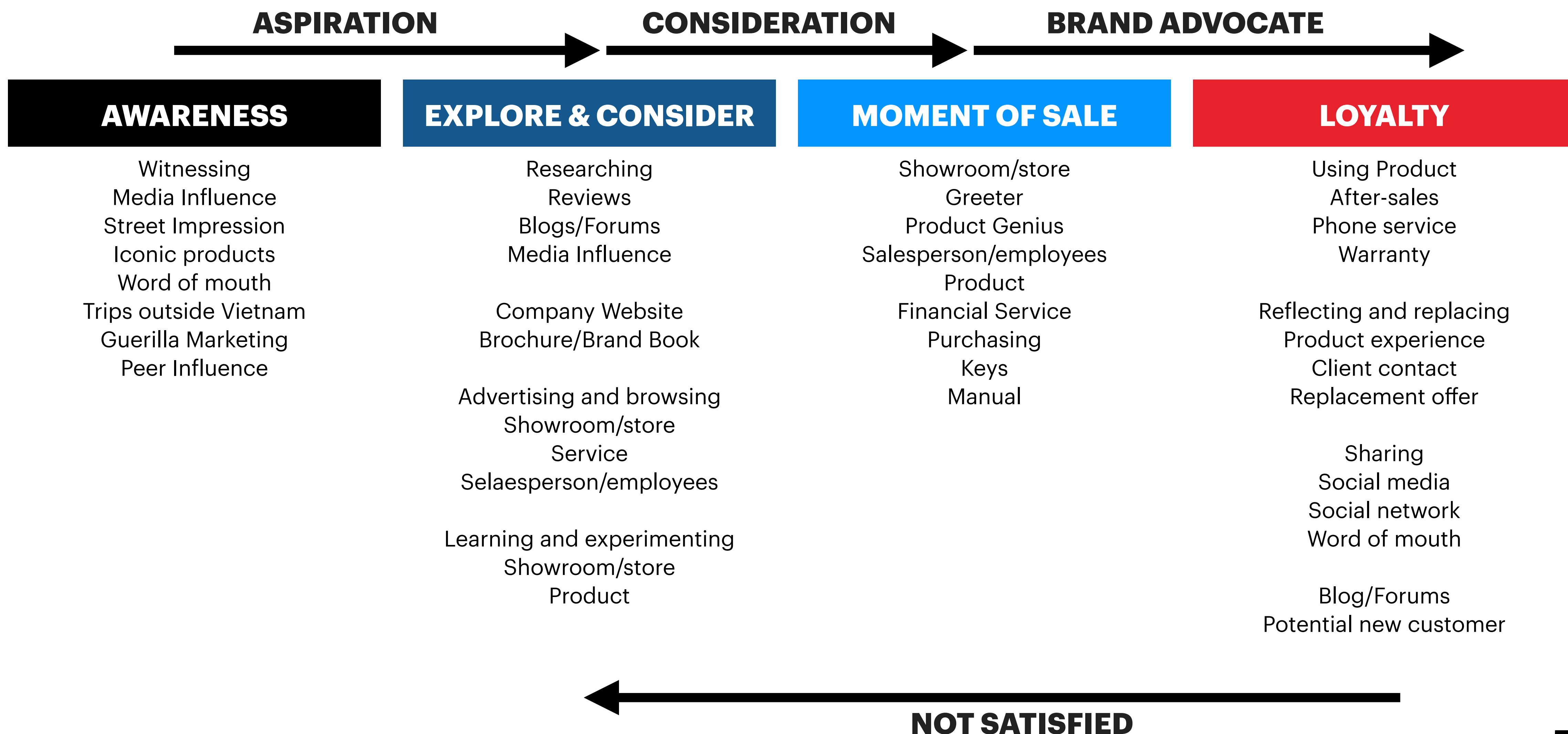


VERA WANG

**"GOOD CUSTOMER SERVICE
COSTS LESS THAN
BAD CUSTOMER SERVICE."**

***"THE CUSTOMER EXPERIENCE
IS THE NEXT COMPETITIVE
BATTLEGROUND."***

CUSTOMER JOURNEY



CUSTOMER JOURNEY @ BMW SHOWROOM

MOMENT OF SALE

GREETER

The customers first contact is the greeter (valet, security, receptionist)! The greeter decides who will be the best contact person after first need analysis!

GENIUS

The Product Genius transfers the right degree of knowledge to the customer.

Scope of offer definition!

LOUNGE AND PRODUCT EXPERIENCE

SALES REPS

Delivering the customer to sales reps after finalizing the product explanation!

PRODUCT EXPERIENCE

Guiding directly to salesreps in case of advanced negotiations!

PRODUCT EXPERIENCE

Finalizing scope of offer, financials and contract negotiation!

FINAL CONSULTATION & HAND OVER EXPERIENCE



THE APPROACH

PRE-TRAINING

To be started at least **45 days** before Training
Require meetings with management and mystery shoppings
at different dealership locations

RESEARCH

*Best practices and
stakeholder needs*

CONCEPT

*Translating skill gaps
into opportunity for
training*

DESIGN

*Creating a 5-day
module with learning
methodology*

TRAINING DELIVERY

Training at 02 locations,
starting with Ho Chi Minh

HO CHI MINH

*5-day training course
included
Field Mystery
Shopping*

With the intention to not interrupt
daily operation and sale, these 5
days does not have to be 5 day
straight.

HA NOI

*5-day training course
included
Field Mystery
Shopping*

With the intention to not interrupt
daily operation and sale, these 5
days does not have to be 5 day
straight.

POST-TRAINING

Sum-up Meeting with
Management

HO CHI MINH

*Sum-up Meeting with
Management*

- Evaluating potential participants via workshop
- Analyse Mystery
- Audit Scores
- Customer Feedback
- Field Observation
- Define training KPIs
- As-Is Evaluation Report
- **Training Materials and Finalized Training Plan**

- Participant Feedback
- Mystery Audit Scores
- Customer Feedback
- Field Observation
- Measure training KPIs
- Post-training
Evaluation Report

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

THE APPROACH

PRE-TRAINING

RESEARCH

CONCEPT

DESIGN

SECRET SHOPPER REPORTS

Topic to cover: **Luxury Services & Attitude**

Boutique Name:

Address:

Date of visit: Time of visit:

Attempt Number:

Secret Shopper:

ABOUT THE SHOPPER - Shopper's characters						
Gender	Male	Female				
Age	22-30	30-45	45-55	55		
Orient	Nothern	Southern				
Occupation	Entrepreneur	High-level officer	High paid staff			
Appeal	Proper dress-up	Office	Smart Casual	Sporty	Dress down	
Accessories	Watch xxxxx\$	Shoes xxx\$	Jewelry xxx\$			
Attitude	Elegant	Arrogant	Nice and Kind	Bimmer Fanatic		
Owned a car before?	Yes	No	Model:_____	Qt:_____		
Owned a BMW before?	Yes	No	Model:_____	Qt:_____		
Financial options	Will paid full in cash	Will be financed				
Transportation at arrival	Taxi	Personal Driver	Drive-in			
Transportation at arrival	Class A	Class B	Class C	Class D	Class E	Class F
Model asking	Serie:_____	Just visit				
Budget	Amount in vnd					

THE APPROACH

PRE-TRAINING

RESEARCH

CONCEPT

DESIGN

QUESTIONNAIRES					
		Yes	No	W	Notes
A. Approaching and Entering the Premises					
A1	Is the store conveniently located?			1	
A2	Are the store hours convenient for my shopping needs?			2	
A3	Is there all the facilities (transportation, parking, disabled)?			2	
A4	Attractiveness rate (number of person who entered the shop out of the number of person who didn't stop)			1	
A5	Store dwell time (time spent in the store)			1	
B. Store Services					
B1	Did someone opened the doors for you to come in?			3	
B2	Were you greeted properly?			3	
B3	Did the person who greeted you have a friendly, sincere smile?			3	
B4	Did every employee who saw you acknowledge you?			3	
B5	Were you offered assistance immediately when you entered?			3	
B6	Did the sale assistant mentioned his/her name?			2	
B7	Was the sale assistant professional, positive and welcoming?			3	
B8	Was the sale assistant acknowledge you or ignore you?			3	
B9	Were you provided assistance in the right language?			3	
B10	Was the sale assistant helpful?			3	
B11	Was the sale assistant knowledgeable about the products/ collections being suggested or showcased in the boutique?			3	
B12	Was the sale assistant proactive in suggesting or in giving advices?				
B13	Did the sale assistant mention the new collections?				
B14	Were you asked/offered something? (Tea, water, etc.)				
B15	Was your drink delivered within 4 minutes?				
B16	Were you offered assistance with your luggage/bags?				
B17	Was there any use of iPad/ OR any other digital device for customer service?				
B18	Was the store using digital technology like QR code for promotion? Was the screen on?				
B19	Were you feeling comfortable and pleased to be in the store?				
B20	Did you enjoy quality and exceptional customer service?				
B21	Did you have a satisfactory service in-store?				
C. Store Staffs					
C1	Was the staff dressed appropriately and clean?				
C2	Was the staff conducting themselves in a professional manner?				
C3	Did the staff work together as a team?				
C4	Were they wearing their ID cards displaying their name?				

TUAN BUI - SAMPLE SECRET SHOPPER QUESTIONNAIRES - JULY 2020 - **CONFIDENTIAL**

B12	Was the sale assistant proactive in suggesting specific product or in giving advices?			3	
B13	Did the sale assistant mention the new collection?			2	
B14	Were you asked/offered something? (Tea, coffee, water, ...)			1	
B15	Was your drink delivered within 4 minutes or less?			2	
B16	Were you offered assistance with your luggage and/or parcels?			2	
B17	Was there any use of iPad/ OR any other gadget for the customer service?			2	
B18	Was the store using digital technology like big screens for promotion? Was the screen on?			2	
B19	Were you feeling comfortable and pleased?			3	
B20	Did you enjoy quality and exceptional customer service?			3	
B21	Did you have a satisfactory service in-store?			3	
C. Store Staffs					
C1	Was the staff dressed appropriately and clean?			2	
C2	Was the staff conducting themselves in a professional manner?			3	
C3	Did the staff work together as a team?			3	
C4	Were they wearing their ID cards displaying their name?			1	
D. Store Appearance & Smell					
D1	Was the boutique has a clean exterior and interior?			3	
D2	Was someone cleaning while you were there?			1	
D3	Was the store appropriately organized in terms of decoration (furniture, design, materials) and color?			3	

TUAN BUI - SAMPLE SECRET SHOPPER QUESTIONNAIRES - JULY 2020 - **CONFIDENTIAL**

D4	Was the store set up reflected the brand image (logo, universe, values, ideas...)?			3	
D5	Was the store at a comfortable temperature?			1	
D6	Were all the collections appropriately displayed?			3	
D7	Was the music playing?			1	
D8	Was the music at satisfactory volume and appropriate?			2	
D9	Were the stpre having a pleasant odor? (Unpleasant odor: cigarette smells, body odor, stale food smells)			1	
D10	Were the store having no smell?			1	
E. Products					
E1	Is there any waiting lists for any product (focus given on ____)?			2	
E2	Is there any follow up process on waiting list?		No	2	
E3	Was advertised merchandise in stock?			3	
E4	Are they aware of the products available on their website?			2	

REPORT and RATIONALE:

TUAN BUI - SAMPLE SECRET SHOPPER QUESTIONNAIRES - JULY 2020 - **CONFIDENTIAL**

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

THE APPROACH

PRE-TRAINING

RESEARCH

CONCEPT

DESIGN

INTERVIEW GUIDE

Topic to cover: Luxury Services & Attitude

Personal Questions (0 points)

- 1. Age?
- 2. Occupation? Career Path?

General Questions

- 3. What does luxury represent or mean to you? (10 points)
- 4. Relationship to luxury fashion brands? (10 points)
 - a. Do you buy luxury fashion clothes?
 - b. Which brands have you bought in the past?
 - c. Which brands would you like buy?
 - d. Why do you buy luxury fashion products?

Illustrative Brands (Cases)

- 5. Have you ever bought (or intend to buy) products from any or all of the following brands? (10 points)

Track Record - Knowledge, Timelessness

- 7. Considering any of these brands - Burberry, Chanel, Gucci & Louis Vuitton, which one do you find most attractive. (10 points)
 - a. What do these brands mean to you?
 - b. Why did you buy or would like to buy these specific brands?
- 8. When you buy or if you would buy anything from Burberry, Chanel, Gucci or Louis Vuitton, what aspect of their products appeals to you the most?
 - a. What aspect of their products appeals to you the most?
 - b. Why?
 - c. Do any of these aspects increase the trustworthiness and loyalty of the brand?

TUAN BUI - LUXURY MINDSET - INTERVIEW GUIDE V0.5 - JULY 2020 - CONFIDENTIAL

- 9. What do you believe are important criteria in general for consumers when it comes to these luxury fashion brands? What aspect(s) of such brands' products do you believe appeal to consumers in general the most? (10 points)

History - Timelessness

- 10. With regards to the brands we have talked about (Burberry, Chanel, Gucci, and Louis Vuitton), what is the most interesting part of their history? (10 points)
 - a. Are you familiar with or aware of their heritage, legacy, history, and if so, in what sense?

- 11. How does the heritage (history, legacy) of these brands influence your view or appreciation of them?
 - a. Do you connect heritage and history with some other characteristics/ criteria of luxury fashion brands like quality, timelessness, loyalty?

- 12. What do you think is the general perception consumers have about heritage and history of these luxury brands?

Core Values - Purpose

- 13. If you think of Burberry, Chanel, Gucci or Louis Vuitton, what core values (or core message), if any, do you think characterise the brands? (10 points)
 - a. Why do you think they have these core values?
 - b. What does it mean for the brand?
 - c. How do these core values affect you?
 - d. How do you think they affect consumers of the brands in general?

Longevity - Knowledge, Timelessness

- 14. The thoughts and associations that you have about the heritage and history of any of the brands we have talked about affect your relationship with the brand in the long term? - Loyalty? (10 points)

Use of Symbols - Purpose

- 15. When you think about any of these luxury fashion brands (Burberry, Chanel, Gucci, and Louis Vuitton), what symbols do you associate with them? (10 points)
 - For example, persons, symbols, places, and events?

- 16. Associate freely around Burberry, Chanel, Gucci or Louis Vuitton, what is the first thing that comes to your mind when you think of these brands?

TUAN BUI - LUXURY MINDSET - INTERVIEW GUIDE V0.5 - JULY 2020 - CONFIDENTIAL

- 17. Considering their logos and what you associate with these brand,how does your associations contribute to how you perceive the brand, what do the brands really mean to you? (10 points)

- 18. With regard to what you associate with any of these particular brands, what parallels can you draw between your associations and history, quality, and exclusivity? (10 points)

- 19. In what way would you say that these brands use symbols to portrait themselves and their heritage? History? Quality? Exclusivity? (10 points)

- 20. If the respondent brings up price, how do this affect their thoughts about the brand, might they relate it to or se a connection between price and heritage? Quality? Exclusivity? Loyalty? (10 points)

Spider Chart questions

The respondents will be asked to rate the extent to which they believe the different elements of the HQ framework are important as part of the brands (illustrative cases) on a 1 to 5 scale.

- 21. Track Record: To what extent are the internally incorporated values and promises, those that are and have been delivered to you over time, of the following brands important (valuable) to you? (10 points)

Burberry

- | | | | | |
|------------------------|-------------------|-------------------------|-----------------------|------------------|
| 5. Extremely important | 4. Very important | 3. Moderately important | 2. Slightly important | 1. Not important |
|------------------------|-------------------|-------------------------|-----------------------|------------------|

Chanel

- | | | | | |
|------------------------|-------------------|-------------------------|-----------------------|------------------|
| 5. Extremely important | 4. Very important | 3. Moderately important | 2. Slightly important | 1. Not important |
|------------------------|-------------------|-------------------------|-----------------------|------------------|

Gucci

- | | | | | |
|------------------------|-------------------|-------------------------|-----------------------|------------------|
| 5. Extremely important | 4. Very important | 3. Moderately important | 2. Slightly important | 1. Not important |
|------------------------|-------------------|-------------------------|-----------------------|------------------|

Louis Vuitton

- | | | | | |
|------------------------|-------------------|-------------------------|-----------------------|------------------|
| 5. Extremely important | 4. Very important | 3. Moderately important | 2. Slightly important | 1. Not important |
|------------------------|-------------------|-------------------------|-----------------------|------------------|

- 22. Longevity: To what extent are these brands values, promises, and their communication about their true identity - what they are and what they stand for - which has been delivered over time, important to you? (10 points)

Burberry

- | | | | | |
|------------------------|-------------------|-------------------------|-----------------------|------------------|
| 5. Extremely important | 4. Very important | 3. Moderately important | 2. Slightly important | 1. Not important |
|------------------------|-------------------|-------------------------|-----------------------|------------------|

TUAN BUI - LUXURY MINDSET - INTERVIEW GUIDE V0.5 - JULY 2020 - CONFIDENTIAL

Page 3 of 6

* THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTRODUCTION

THE CONCEPT

IDENTIFIED FOUR PILLARS OF LEARNING THAT COULD FILL THE GAPS

<u>WHAT?</u>	<u>TOPICS</u>	<u>HOW?</u>
A fundamental introduction to what is Luxury Service	<i>LUXURY SERVICE</i>	Brand examples, mystery shopping activity, experiential training venue
How individuals can develop and exude the attitude	<i>LUXURY ATTITUDE</i>	Image & grooming tips, activities to build sensibility and personality
Build understanding of Customer expectations	<i>LUXURY CUSTOMER</i>	Personas, Role plays, Journeys, buying behaviour and motives
Deliver luxury service by learning advanced behavioral skills	<i>LUXURY SKILLS</i>	Case studies, examples, single and cumulative skill practice, role plays

A SAMPLE LESSON PLAN

- A 5 DAY MODULE TO TRAIN RETAIL PROFESSIONALS TO DELIVER LUXURY SERVICE
- APPLY LEARNING METHODOLOGY TO ENSURE VISIBLE BEHAVIORAL CHANGE SUSTAINS

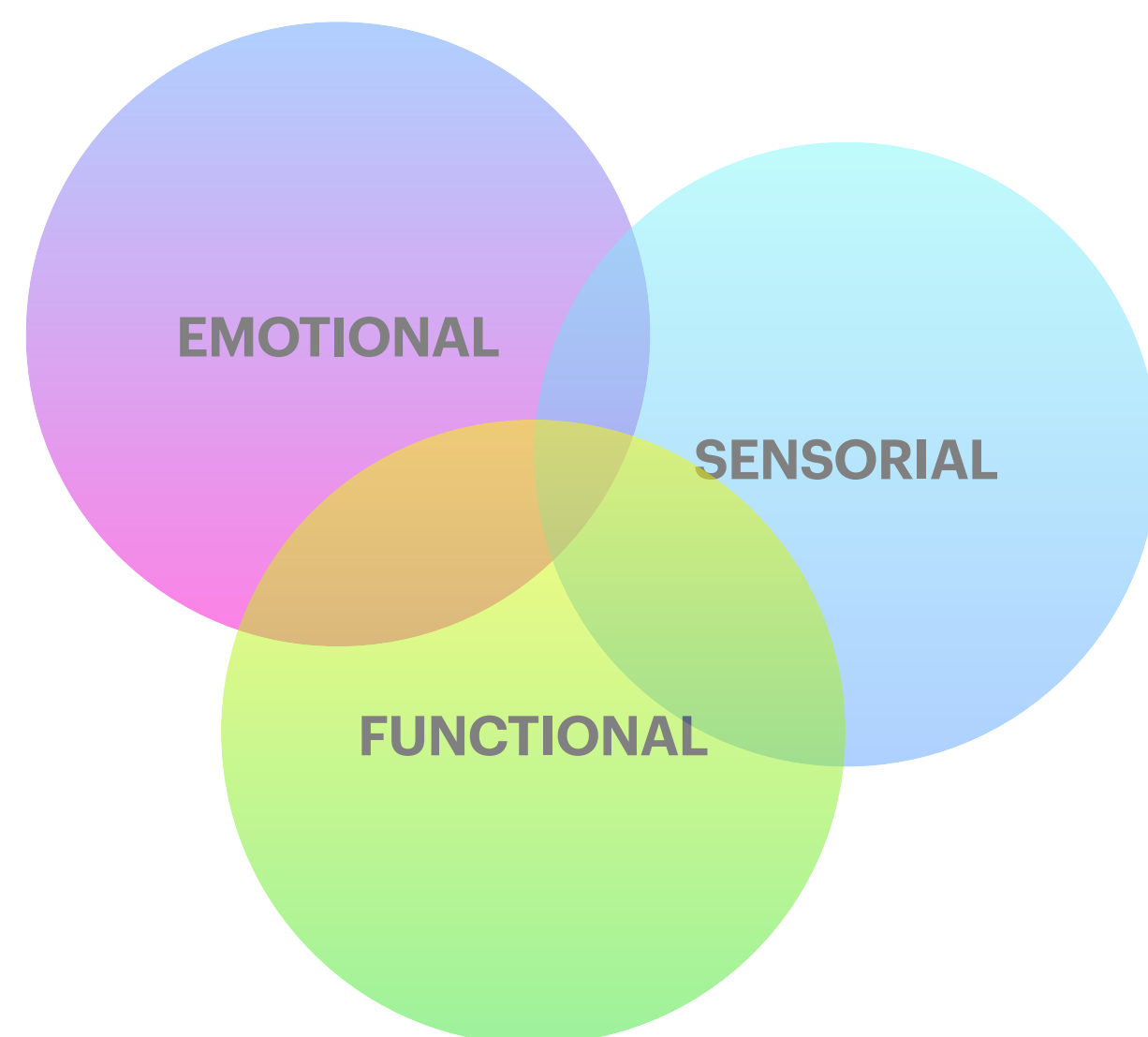


THE LUXURY SKILL MODULE

A 5 DAY MODULE TO TRAIN RETAIL PROFESSIONALS TO DELIVER LUXURY SERVICE

DAY 1-3: DISCOVER LUXURY SERVICES

SERVICES ASPECTS



DAY 4: DELIVER LUXURY ATTITUDE

LUXURY A.U.R.A

APPEAL

UNDERSTAND

RAPPORT

AWARENESS

DAY 5: DELIVER LUXURY SERVICE

SELLING EMOTIONS

7CS in an Ultimate Customer Experience

- | | | |
|----------|---|-------------------------|
| 1 | Charm
<i>By establishing a rapport</i> | > Trust |
| 2 | Consult
<i>To understand desires</i> | > Esteem |
| 3 | Counsel
<i>With personalized advice</i> | > Fulfillment |
| 4 | Create
<i>An experience by trial</i> | > Pleasure |
| 5 | Clarify
<i>Concern proactively</i> | > Care |
| 6 | Comfort
<i>To actualize experience</i> | > Support |
| 7 | Confirm
<i>The desire to return</i> | > Belonging |

** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS*

THE INNOVATION

THE LUXURY RETAIL SKILLS MODULE OFFERS ONE OF A KIND LEARNING EXPERIENCE

1. Customer's **Emotional** fulfillment is at the heart of Service Step
2. Each skill is simplified and embedded through **games** and **activities**
3. **Role Plays** use characters and scenarios to allow realistic practice
4. **Experiential** methodology to build an intangible Luxury sensibility
5. **Mystery Shopping** activity to understand customer expectations
6. Can be **adapted** to Luxury to Premium brands in various segments

5-DAY SUMMARY

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
DISCOVER LUXURY SERVICES	DISCOVER LUXURY SERVICES	DISCOVER LUXURY SERVICES	DELIVER LUXURY ATTITUDE	DELIVER LUXURY SERVICES
Understanding Luxury	Experiencing Luxury	Premium Brand Behavior	Brand Ambassador	Customer treatment

Welcome on Board
Demystifies the **luxury concept**
Luxury Market Insight



Guest Speaker:
Ms. Ha Dang
Nielsen Hanoi

Experiential activities to develop
service sensibility

Key moments of customer journey of
premium brand vs BMW

Experiential activities to develop
service sensibility



Guest Speaker:
Mr. Huy Pham
L&OD

Learn to achieve sales through the
delivery of **fulfilling premium** service
experiences

** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS*



HA T. DANG



NIELSEN HANOI - DIRECTOR / CLIENT LEADERSHIP

Title: Director, Client Leadership, Hanoi

Industry Experience: 19 years

Time with Nielsen: 9 years

Education: Master in Marketing from Solvay Business School (Belgium)

Mrs. Ha is the leader of Nielsen client service team in Hanoi, joining Nielsen since 2008 and has more than 19 years experience working in research field.

Ha brings to the team great experience in the Hanoi market. Her skills and talents extend from market research, client service to people management and marketing. She has extensive experience in qualitative research methods as well as quantitative research and client relations. Ha has been involved with a number of research projects across a broad range of industries including FMCG, Pharmacy, Telecoms, IT & Internet, Banking and Education etc...

With the knowledge from MBA course of Solvay School of Belgium, together with her rich experience in building relationship with client and managing research projects, Ha is the ambassador in Hanoi for people to contact and share her knowledge and experiences in marketing, market research and client services.





HUY PHAM

LEARNING AND ORGANIZATIONAL DEVELOPMENT

With nearly 10 years working in FMCG, Finance, Consulting, Cosmetics, Banking & Pharmaceutical industries as pro- active practitioner and strategic planner with the ability to lead, collaborate and inspire others to accomplish goals.

Have extensive Psychology knowledge through the habits of behavior, continuous learning and practicing.

Passionate about unblocking people's strength to leverage the resource, being successful and reaching the top career.

Experience in American Financial Service Corporations as MasterCard Canada and Royal Bank of Canada

The Shiseido logo, featuring a stylized red 'S' followed by the word 'HISEIDO' in red capital letters.

The Clé de peau Beauté logo, featuring a gold-colored 'Q' symbol above the words 'clé de peau' in a gold serif font, with 'BEAUTÉ' in a smaller gold sans-serif font below it.

Head of HR
Shiseido
2018-2020



Country HRBP Manager
PwC Vietnam
2017-2018

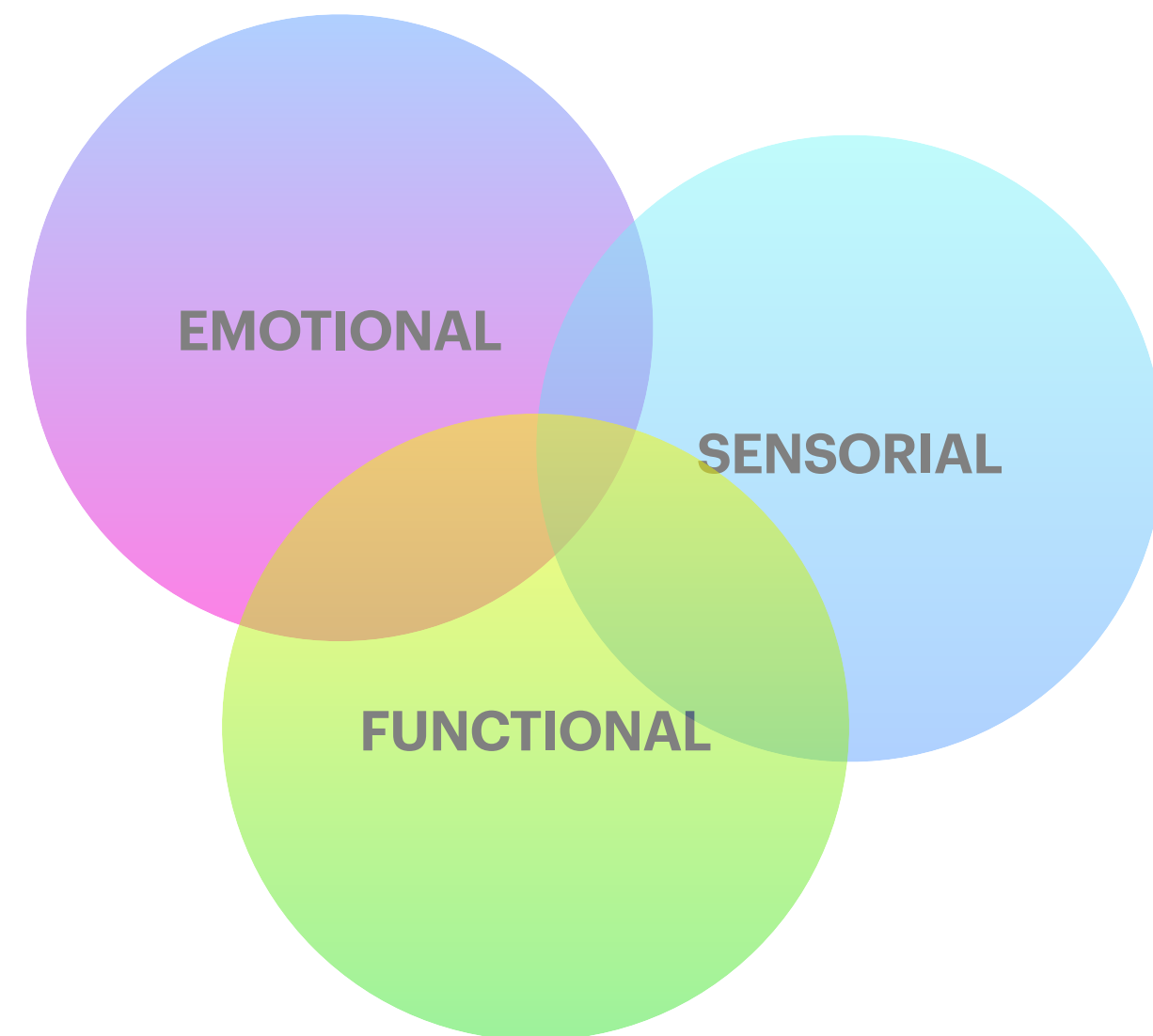


HRBP Manager
Masan Consumer Holdings
2015-2017

DISCOVER LUXURY SERVICES

DAY 1-3: PARTICIPANTS EXPERIENCE LUXURY SERVICE AND LEARN CUSTOMER EXPECTATIONS

SERVICES ASPECTS



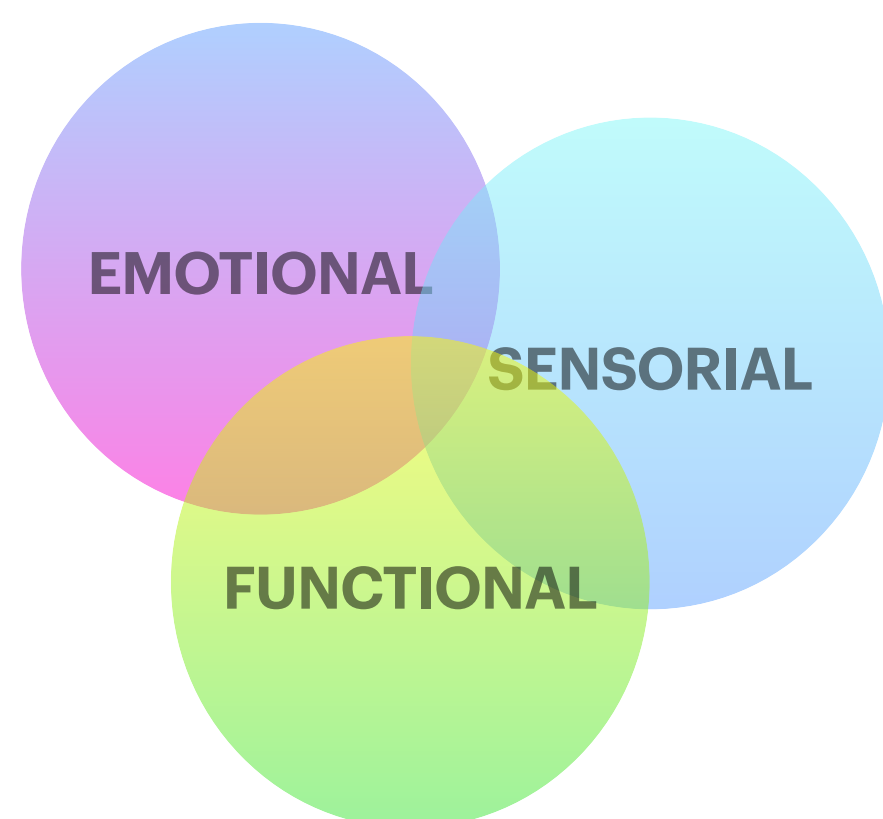
- Demystifies the Luxury concept, by using storytelling, personal experiences and brand videos.
- Explore psychological and **emotional** motives of Customers
- Pose as **Mystery Shoppers** to understand Customer expectations (visiting selected Premium-Luxury brands in the city)
- Be sensitive to Customers varied needs
- Bring **human**, **sensorial** and **functional** aspects of Luxury Service together
- Experiential activities to develop **service sensibility**

** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS*

DAY 1 - DISCOVER LUXURY SERVICES

DAY 1: PARTICIPANTS EXPERIENCE LUXURY SERVICE AND LEARN CUSTOMER EXPECTATIONS

SERVICES ASPECTS



- Demystifies the Luxury concept, by using storytelling, personal experiences and brand videos.
- Explore psychological and **emotional** motives of Customers
- Pose as **Mystery Shoppers** to understand Customer expectations (visiting selected Premium-Luxury brands in the city)
- Be sensitive to Customers varied needs
- Bring **human**, **sensorial** and **functional** aspects of Luxury Service together
- Experiential activities to develop **service sensibility**

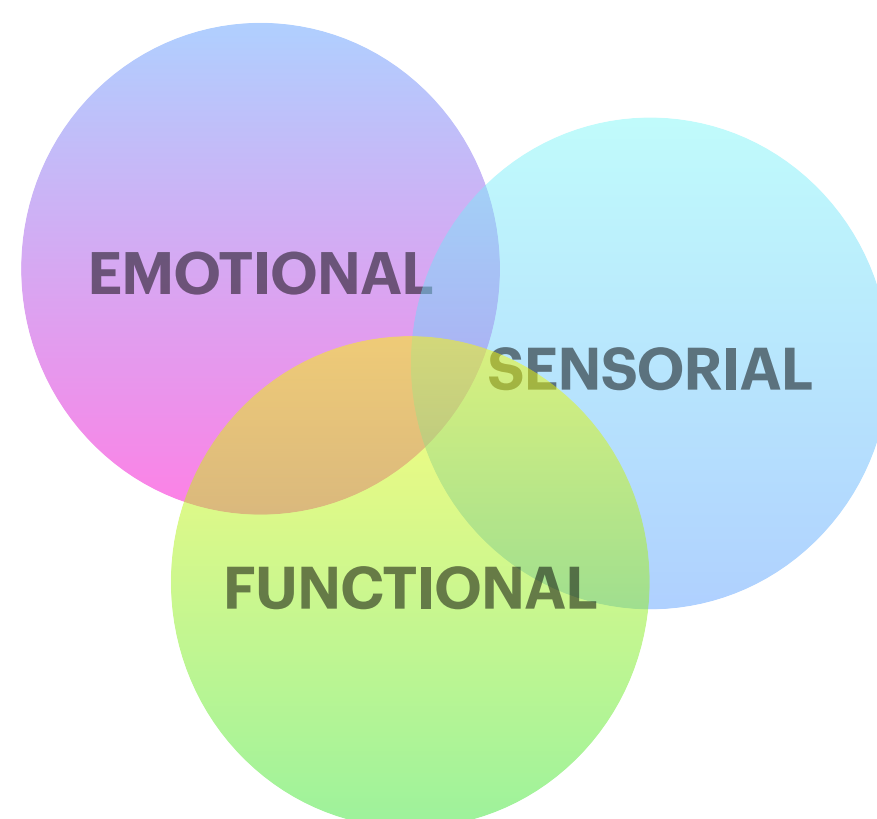
Time	Main activities
Day 1 / First Half – Understanding luxury	
9:00 – 9:10	Welcome on board – Opening speech from Management
9:10 – 10:15	Personal Introduction, Expectations and Agenda
10:15 - 10:30	Break
10:30 – 12:00	Visioning on luxury service: • Luxury service : Definition and main components • Self experience vs. customer expectation • Example of other premium and non premium brand on providing luxury service • Key success factor to deliver luxury service - Psychology of perception engaging the five senses in to customer journey * With Guest Speaker for industry leading expert
12: 00 – 13:30	Lunch break
Day 1 / Second Half - Mystery shoppers	
13:30 – 16:00	Group 1: Mystery shoppers with staffs (staffs from Sales and Service Department and receptionist): • Observe premium situation at one of the competitors in the city • Observe premium situation at one of the other premium (i.e Watch, Jewelry, Hotel, etc...) in the city
16:00 – 17:00	Fill in observation form & wrap up – summary key take away

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

DAY 2 - DISCOVER LUXURY SERVICES

DAY 1-3: PARTICIPANTS EXPERIENCE LUXURY SERVICE AND LEARN CUSTOMER EXPECTATIONS

SERVICES ASPECTS



- Demystifies the Luxury concept, by using storytelling, personal experiences and brand videos.
- Explore psychological and **emotional** motives of Customers
- Pose as **Mystery Shoppers** to understand Customer expectations (visiting selected Premium-Luxury brands in the city)
- Be sensitive to Customers varied needs
- Bring **human**, **sensorial** and **functional** aspects of Luxury Service together
- Experiential activities to develop **service sensibility**

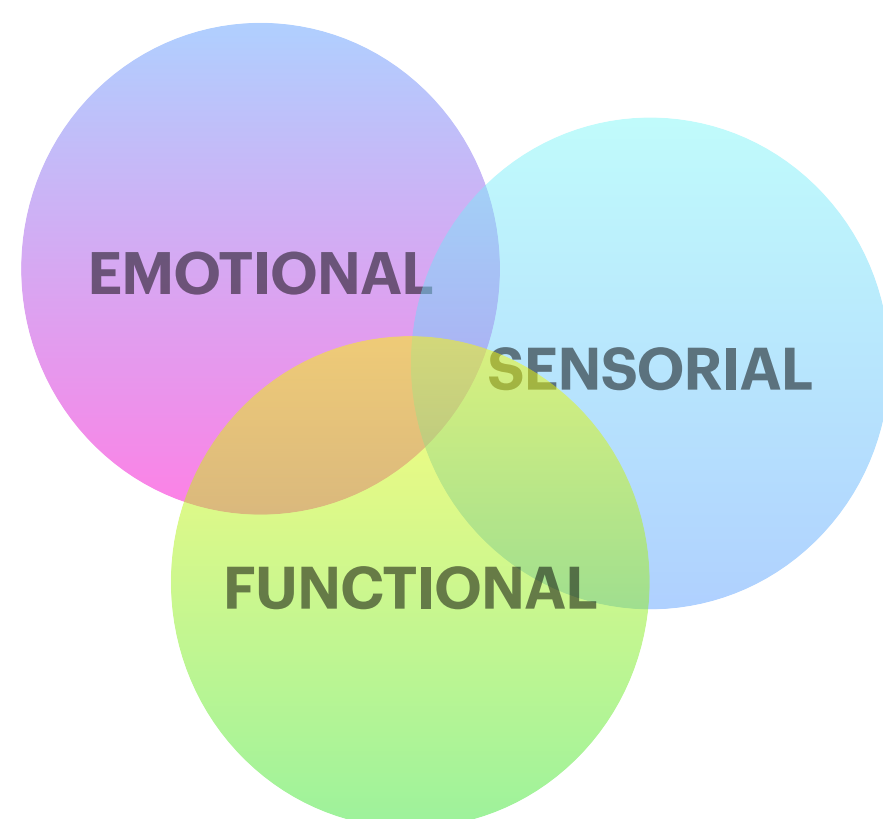
Time	Main activities
Day 2 / First Half – Mystery shoppers	
9:00 – 11:30	Group 2: Mystery shoppers with staffs (staffs from Sales and Service Department and receptionist): • Observe premium situation at one of the competitors in the city • Observe premium situation at one of the other premium (i.e Watch, Jewelry, Hotel, Coffeeshop etc...) in the city
11: 30 – 12:00	<i>Fill in observation form & wrap up – summary key take away</i>
12: 00 – 13:30	Lunch break
Day 2 / Second Half - Mystery shoppers	
13:30 – 16:00	Group 3 Mystery shoppers with staffs (staffs from Sales and Service Department and receptionist): • Observe premium situation at one of the competitors in the city • Observe premium situation at one of the other premium (i.e Watch, Jewelry, Hotel, Coffeeshop etc...) in the city
16:00 – 17:00	<i>Fill in observation form & wrap up – summary key take away</i>
17:00 – 17: 30	Concluding conversation with Sales Manager

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

DAY 3 - DISCOVER LUXURY SERVICES

DAY 1-3: PARTICIPANTS EXPERIENCE LUXURY SERVICE AND LEARN CUSTOMER EXPECTATIONS

SERVICES ASPECTS



- Demystifies the Luxury concept, by using storytelling, personal experiences and brand videos.
- Explore psychological and **emotional** motives of Customers
- Pose as **Mystery Shoppers** to understand Customer expectations (visiting selected Premium-Luxury brands in the city)
- Be sensitive to Customers varied needs
- Bring **human**, **sensorial** and **functional** aspects of Luxury Service together
- Experiential activities to develop **service sensibility**

Time	Main activities
Day 3 / First half - Brand behavior in retail – Premium behaviors	
9:00 – 09: 30	Summary of key take away from 1.5 days of being Mystery shoppers
09: 30 – 12:00	Brand behavior • Changing customer and behavior • Brand image and brand perception define customer expectation • How do customer build up their expectation ? – Sharing experience from being customer of other premium brand • Define key moments of customer journey of premium brand vs BMW
12: 00 – 13:30	Lunch break
Day 3 / Second Half - Bring human, sensorial and functional aspects of Luxury Service together	
13:30 – 16:30	Your role in creating luxury service • Understanding of Sales process • The Competency Model of sales • What are your specific functions and tasks? • 05 min presentation on how to fulfil your role - Bring human, sensorial and functional aspects of Luxury Service together (Select at least 03 sales persons)
16:30 – 17:00	Key Learnings Day 3 / Wrap up

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

DELIVER LUXURY ATTITUDE

DAY 4: STARTS WITH TEACHING HOW TO BUILD THE RIGHT LUXURY IMAGE

LUXURY A.U.R.A

A P P E A L

U N D E R S T A N D

R A P P O R T

A W A R E N E S S

- Explain how the Retail Professional plays a critical role as **Brand Ambassador**
- The Luxury **A.U.R.A** explores the **ideal qualities** with examples and games
- Apply these attributes to build a **person to person** connection with a Customer
- Transform into a **trusted advisor**
- Provide Personal styling tips, elegant etiquette, and practice the art of conversation

** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS*

DAY 4 - DELIVER LUXURY ATTITUDE

DAY 4: STARTS WITH TEACHING HOW TO BUILD THE RIGHT LUXURY IMAGE



- Explain how the Retail Professional plays a critical role as **Brand Ambassador**
- The Luxury **A.U.R.A** explores the **ideal qualities** with examples and games
- Apply these attributes to build a **person to person** connection with a Customer
- Transform into a **trusted advisor**
- Provide Personal styling tips, elegant etiquette, and practice the art of conversation

Time	Main activities
Day 4 / First half - Brand Ambassador	
9:00 – 09:30	Summary of the training Day 3's knowledge
09:30 – 10:15	• Definition of Brand Ambassador • Why is living our purpose and brand important to our business?
10:15 – 10:30	Break
10:30 – 12:00	• Brand story - Purpose, Mission, Vision & Strategy and encompassing our values & behaviors • Brand Ambassadors Appearance, role & responsibilities
12:00 – 13:30	Lunch break
Day 4 / Second Half - Trusted advisor	
13:30 – 14:45	• How to stay connect with customer? - Six pillars of supporting customer connection • Stay connected building trust in the long term – Empathy, Rapport & engage • Creating empathy to customer - Example behavior & real world situation • Rapport to customize their needs – Example behavior & real world situation • Engage to provide new services/cars – Example behavior & real world situation * With Guest Speaker for industry leading expert
14:45 – 15:00	Break
15:00 – 16:30	• Top ten tips for client interactions • Leverage social media to build stronger relationship
16:30 – 17:00	Key Learnings Day 4 / Wrap up

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

DELIVER LUXURY SERVICES

DAY 5: CONTINUES WITH BEHAVIOURAL SKILLS REQUIRED IN A LUXURY APPROACH

SELLING EMOTIONS

7CS in an Ultimate Customer Experience

1	Charm <i>By establishing a rapport</i>	> Trust
2	Consult <i>To understand desires</i>	> Esteem
3	Counsel <i>With personalized advice</i>	> Fulfillment
4	Create <i>An experience by trial</i>	> Pleasure
5	Clarify <i>Concern proactively</i>	> Care
6	Comfort <i>To actualize experience</i>	> Support
7	Confirm <i>The desire to return</i>	> Belonging

- A **7-step** Luxury Service Approach emphasizes Customer's emotional desires
- A **natural**, humanistic service **flow** that is easy to follow
- Each step ensure a positive **emotional exchange** and continuing **rapport**
- Includes advanced soft skills like conversational probing, **rapport** building, **storytelling** and luxury **vocabulary**
- Participants learn to achieve **sales** through the delivery of fulfilling service experiences (e.g. at-home test drives, at-home demo & advisory, etc.)
- Integrating trained skills with BMW's concept of Future Retail, Retail Key Moments and Personalized Services.

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

DAY 5 - DELIVER LUXURY SERVICES

DAY 5: CONTINUES WITH BEHAVIOURAL SKILLS REQUIRED IN A LUXURY APPROACH

SELLING EMOTIONS 7Cs in an Ultimate Customer Experience		
1	Charm <i>By establishing a rapport</i>	> Trust
2	Consult <i>To understand desires</i>	> Esteem
3	Counsel <i>With personalized advice</i>	> Fulfillment
4	Create <i>An experience by trial</i>	> Pleasure
5	Clarify <i>Concern proactively</i>	> Care
6	Comfort <i>To actualize experience</i>	> Support
7	Confirm <i>The desire to return</i>	> Belonging

- A **7-step** Luxury Service Approach emphasizes Customer's emotional desires
- A **natural**, humanistic service **flow** that is easy to follow
- Each step ensure a positive **emotional exchange** and continuing **rapport**
- Includes advanced soft skills like conversational probing, **rapport** building, **storytelling** and luxury **vocabulary**
- Participants learn to achieve **sales** through the delivery of fulfilling service experiences (e.g. at-home test drives, at-home demo & advisory, etc.)
- Integrating trained skills with BMW's concept of Future Retail, Retail Key Moments and Personalized Services.

Time	Main activities
Day 5 First half - Customer treatment - Luxury desire - Observation	
9:00 – 11: 00	Customer treatment interviews with management (per person approx. 15-20 minutes)
11:00 – 12:00	Customer treatment observation in the showroom (divided in to 3 groups sales/service/reception)
12: 00 – 13:30	Lunch break
Day 5 Second Half - Customer treatment - Luxury desire - The implementation	
13:30 – 14:15	Group work: • From defined key moments/touch point of customer journey from day 3 – set up intended feeling for each key moments/ touchpoint • Present & discuss the intended feeling & behaviors
14:15 – 15:00	• Understanding customer by walking in their shoes • Key point of understanding customer
15:00 – 15:15	Break
15:15 – 16:15	Group work : How to improve customer experience • Play real world situation – analyze and discuss on how to improve customer experience • Apply 7CS for each key moments to achieve ultimate customer experience.
16:15 – 16:45	How do I contribute to this journey
16:45 – 17:00	Key Learnings Day 5 / Wrap up
17:00 -17:30	Feedback meeting about staff sessions with Sales Manager and Sales & Marketing Director on customer experience enhancement of the dealer

*** THIS APPROACH/ TRAINING AGENDA IS SUBJECTED TO CHANGE BASED ON THE INTERVIEW OR SURVEY RESULTS**

***"HERE IS A SIMPLE BUT POWERFUL RULE:
ALWAYS GIVE PEOPLE MORE THAN
WHAT THEY EXPECT TO GET."***

LUXURY SERVICE TRAINING

A SAMPLE LESSON PLAN AND AGENDA
PREPARED BY TUAN BUI FOR THACO BMW
JULY 2020, HANOI