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LUXURY DISTRIBUTION & RETAIL MANAGEMENT

NOVEMBER 27, 28 & 29

HAUTE FUTURE FASHION ACADEMY
Via Santa Marta, 18, 20123
MILANO



HAUTE FUTURE FASHION ACADEMY

PRESENTS LUXURY DISTRIBUTION & RETAIL MANAGEMENT

Adjusting your management and personal styles to complement the culture of your workgroup and your company can be the catalyst that motivates your Retail team to heightened productivity.

Utilizing extensive practice in the principles of Leadership, this seminar underscores the importance of self-awareness in developing sensitivity and increased people management skills.

WHO SHOULD ATTEND

Retail people: Store manager, Assistant Store manager, Sales people, Sales support, as well as potential candidates for Retail positions who want to build and revitalize their customer management skills.

WHAT YOU WILL BENEFIT

- Provide participants with the overview of the sales team management methodology in the luxury industry
- Enable participants to understand how to evaluate sales assistant motivation and competencies

Learning methodology: this course is taught through a combination of lectures, case studies, discussions, and individual and team exercise. Teaching methodology emphasizes a practical approach and real-world applications, as well as a focus on best business and industry practices.

Main focus is on the real application of tools and techniques in the real business workplace. Experiential learning in class includes group discussion, role-playing, video exercise, subgroups activities, cases, individual action planning.

LECTURES

SONGA FABRIZIO

For nearly 20 years he designs and implements projects in management training and development for leading companies in the luxury sector: Armani, Bottega Veneta, Burberry, Prada, Montblanc, Ralph Lauren, Rothschild, Rinascente/Upim, Valentino.

BEATO ROSSELLA

Rossella Beato is partner and leader of luxury market studies at Brandvalue, a research company based in Paris specialized on luxury and fashion markets. She is teacher of "high fashion management" at HEC –Paris (international MBA), at Sciences-po Paris, IFM Paris and and European school of Economics.

TUESDAY, NOVEMBER 27th

- 9:30-12:00 • The retail world
- Typology of distribution channels
- 12:00 • Break
- 13:00- 15:30 • Performance indicators of Retail in Lux business
- Sales Team management methodology in Lux sector

WEDNESDAY, NOVEMBER 28th

- 9:30-12:00 • The shopping path
- Negotiation with the client
- 12:00 • Break
- 13:00- 15:30 • How to evaluate your people in the boutique
- How to develop people motivation and competences

THURSDAY, NOVEMBER 29th

- 9:30-12:00 • Model for High Performing team in store
- 12:00 • Break
- 13:00- 15:30 • Sales Techniques
- Case Histories

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