

BUILDING BLOCKS



SPEAKING WITH A LUXURY VOCABULARY

Engaging in discourse with a refined lexicon, the elegant dialogue seamlessly intertwines sophistication and eloquence, elevating the conversation to a level befitting the discerning tastes of a truly opulent audience.

Visit us at
www.bspk.com
@bspksf

BSPK

Copyright © 2023 BSPK, Inc. All rights reserved.

BSPK

How to use Weekly Meeting Topic Guides

What are the Weekly Meeting Topic guides?: One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

Goal: BSPK morning meetings are designed for one simple purpose:
to modify behaviors in order to achieve a desired result.

Weekly Topic: The meeting is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

Sections: BSPK morning meetings are divided into 4 easy steps.

- Introduction
- Questions for the team
- Teach the topic
- Set the expectation

Meeting time: A morning meeting should be no longer than 15-20 minutes.

Best practices:

- Review the content before your morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use the guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

What is a luxury vocabulary?

Step 1 Introduction

This week's morning meeting topic is speaking with a luxury vocabulary.

Step 2 Questions for the team

- Can anyone tell me what they think a luxury vocabulary is?
- What are some words that you like to use when describing products to clients?

Step 3 Teach the topic

A luxury vocabulary refers to a set of refined and sophisticated words or phrases that are used to communicate with clients, which help to elevate the shopping experience & convey desirability.

Here's an example of a basic statement by a client advisor:

I think this handbag looks really nice and it will last you a long time.

Here's an example of an elevated statement using a luxury vocabulary:

This handbag is hand-stitched and has a smooth buttery hand. Over time it will develop an aged patina, becoming more and more beautiful as you continue to wear it.

Both statements convey the same general message but the second statement paints a picture in your mind. Some of the benefits of using a luxury vocabulary include:

- 1) Professionalism: Elevated vocabulary can help customers perceive you as an ambassador of the brand.
- 2) Credibility: Employing a sophisticated vocabulary helps to demonstrate that you are the expert.
- 3) Persuasion: Certain words and phrases can be persuasive. They can help your pitch to be more convincing.
- 4) Uniqueness: Using elevated vocabulary can help us to stand out from our competitors.

Pick and choose words that resonate with you and utilize them during your selling ceremony to help elevate your presentation.

Pro tip: Practice with peers and management to refine your language.

Pro tip: Don't attempt to memorize all of the words. Choose the ones that you like best and incorporate them into your interactions with customers.

Are there any questions?

Step 4 Set the expectation (this is how you can say it)

This week we are asking for a focus on your vocabulary when interacting with clients. I will be posing a list of words and phrases. I'd like for each of you to choose 3-5 words that resonate with you and begin incorporating them into your selling ceremony. I'll be listening for these words while I'm on the sales floor with you and during our meetings this week I'll be calling on a few of you to share your stories. I'm eager to hear your feedback.

Style & Beauty

Alluring
Chic
Distinctive
Elevated
Exquisite
Flawless
Form-fitting
Graceful
High fashion
Immaculate
Impeccable
Opulent
Refined
Sculpted

Tradition & Timelessness

Classic
Enduring
Eternal
Heirloom
Iconic
Lasting
Resilient
Timeless
Traditional

Rarity & Exclusivity

Curated
Discerning
Limited edition
Limited production
Precious
Prestigious
Unique
Upscale

Quality & Craftsmanship

Artisinal
Finely tuned
Handcrafted
Heritage
Intricate
Masterful
Premium
Tailored
Uncompromising
Unparalleled
Unrivalled

Newness

Contemporary
Current
Cutting-edge
Fashion-forward
Fresh
Innovative
Modern
Redefined
Trendy
Updated

Jewelry

Brilliant
Dazzling
Embellished
Enchanting
Kaleidoscopic
Precision-engineered
Radiant
Regal
Scintillating
Sparkling

Desirability

Admired
Alluring
Appealing
Captivating
Coveted
Sought after

Customization

Bespoke
Couture
Custom
Made-to-order
Tailor-made

Leather

Aged patina
Buttery
Hand-stitched
Structured
Sumptuous
Supple
Tactile