



Luxury Brand Marketing and Sales Management Course: Clienteling, Pricing and Brand Equity

19 – 23 April 2027

Amsterdam - Zuidas business district hotel



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Introduction:

Luxury brand marketing and sales management, covering clienteling, pricing and brand equity, is the subject of this 5-day course for brand, retail sales and client relationship managers, who build a Luxury Brand Commercial Plan for a case brand. Luxury houses lose desirability when markdowns spread, distribution widens without control and client knowledge stays with individual advisors instead of the house. Nominees already manage boutiques, client portfolios, sales teams or brand budgets, and teaching is by case study on pricing, channel and client data drawn from fashion, jewellery, watches, cars, hospitality and prestige property. CoreConcept Training Center delivers this luxury brand marketing course.

Course Objectives:

- Position a luxury or premium house against its competitive set using heritage, craftsmanship and rarity as value drivers
- Set price architecture, price increases and markdown rules that protect perceived value across product tiers
- Design a selective distribution network of flagships, boutiques, partners and e-commerce with clear channel rules
- Segment high-net-worth and aspirational clients and run a clienteling programme with portfolio targets and contact plans
- Plan private sales, client events, digital campaigns and talent partnerships that build desirability without diluting the house
- Lead luxury sales teams with incentive schemes and brand-equity indicators, and act on grey market and counterfeit threats

Target Audience:

- Managers accountable for the positioning, collections and marketing budget of a luxury or premium house
 - Boutique and flagship managers responsible for sales targets, advisor teams and client portfolios
 - Client relationship and clienteling leads who run very important client programmes and private appointments
 - Retail and wholesale channel managers who select partners and enforce distribution and pricing rules
 - Commercial managers in prestige cars, hospitality and high-end property who sell to wealthy private buyers
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Course Outline:

Day 1: Luxury Versus Premium Market Logic and Brand Diagnosis

- Luxury, Premium and Masstige Positioning Map for Category Scanning
- Counter-Intuitive Luxury Marketing Principles Compared With Mass Marketing
- Heritage, Craftsmanship and Rarity Audit of a House
- Luxury Brand Identity Prism Applied to Collections and Codes
- Desirability Versus Accessibility Diagnostic of the Current Range

Day 2: Value Perception, Price Architecture and Selective Distribution

- Luxury Price Architecture From Entry Pieces to Haute Lines
- Price Increase Planning and Value Perception Tracking Grid
- Selective Distribution Model of Flagships, Boutiques and Partners
- Channel Rules Matrix for Wholesale, Concessions and E-Commerce
- Allocation and Waiting List Policy for Limited Editions

Day 3: Wealthy Client Segmentation and Clienteling Programme Management

- High-Net-Worth and Aspirational Client Segmentation Grid Build
- Very Important Client Tiering With Client Lifetime Value Scoring
- Clienteling Programme Design With Portfolio Targets and Contact Cadence
- Client Data Platform Rules for Preferences, Consent and Ownership
- Private Sales, Previews and Client Event Calendar Planning

Day 4: Digital Desirability, Partnerships, Sales Teams and Brand Equity Protection

- Digital and Social Luxury Content Calendar With Scarcity Cues
- Influencer and Celebrity Partnership Brief and Fit Scorecard
- Luxury Sales Team Incentive Scheme Balancing Revenue and Clienteling
- Discount Leakage, Grey Market and Parallel Import Controls
- Counterfeit Monitoring Plan With Authentication and Takedown Steps

Day 5: Case Study on a Luxury Brand Commercial Plan

- Case Brand Diagnosis Using Positioning Map and Heritage Audit
 - Case Price Architecture and Distribution Decisions Under Peer Challenge
 - Case Clienteling and Private Event Plan for Top Client Tiers
 - Luxury Performance Dashboard With Brand Equity and Client Indicators
 - Luxury Brand Commercial Plan Completion and Leadership Presentation
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Skills You Will Gain:

- Luxury Positioning Analysis
- Value-Based Price Architecture
- Selective Distribution Design
- Wealthy Client Segmentation
- Clienteling Programme Management
- Luxury Partnership Selection
- Luxury Sales Incentive Design
- Brand Equity Protection

Why Attend This Course:

- Deliver a Luxury Brand Commercial Plan for a case brand to the brand director and the retail and client relationship leadership
- Decide which channels, partners, price moves and client tiers deserve investment and which dilute the house
- Avoid markdown habits, uncontrolled stockists and lost client records that erode exclusivity and margin
- Share the segmentation grid, clienteling cadence and performance dashboard with boutique and marketing colleagues

Conclusion:

Back at work, the participant presents the Luxury Brand Commercial Plan to the brand director, boutique leadership and client relationship team, who use it to approve price moves, partner selection, clienteling targets and the private event calendar for the next season. Marketing colleagues use the partnership scorecard before signing talent, and sales managers apply the incentive scheme to advisor targets. After the first season under the plan, the team should review the performance dashboard, compare client retention and full-price sell-through with expectations, and adjust tiers and channel rules.

Frequently Asked Questions FAQ:

What should participants know before a luxury brand marketing and sales management course?

Participants should already manage a boutique, client portfolio, sales team or brand budget in a luxury or premium business. No finance or analytics background is required. Anonymised pricing, channel or client data from their own house makes the case work more useful.

How does luxury brand marketing and sales management differ from retail selling or general branding courses?

It works at management level: price architecture, distribution choices, clienteling programmes, sales incentives and brand-equity protection. Shop floor selling technique, guest service etiquette and general brand strategy are touched on only where they affect commercial decisions for a luxury house.

Why do luxury brand marketing and sales management rules avoid discounting?

Discounting teaches clients to wait for markdowns and signals that the price never reflected value, which weakens desirability. Luxury houses instead manage scarcity, allocation and private sales for selected clients, keeping the public price stable and protecting margin and resale value.

What does a participant take back from luxury brand marketing and sales management training?

A Luxury Brand Commercial Plan for a case brand, with a positioning map, price architecture, channel rules, client segmentation and clienteling cadence, partnership scorecard, incentive scheme and performance dashboard that can be adapted to the participant's own house.
