BLACKBIRD FOR TRAINING

Luxury Retail Management Training Course

7 – 11 June 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 77_363040 **Date:** 7 – 11 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction:

This Luxury Retail Management Training Course equips you to steer boutique performance, elevate high-net-worth client experiences, and safeguard store profitability across one week. You will build a Luxury Boutique Operational Blueprint and Clienteling Playbook containing service journey standards, inventory control protocols, and luxury key performance indicator scorecards. You need foundational experience in retail store sales or departmental supervision, as this practitioner-level course strengthens your commercial and operational execution. You will practise through case study analysis of real boutique records, luxury store footfall data, and clienteling portfolio profiles.

Course Objectives:

- Map ultra-high-net-worth client journeys using ESSEC luxury clienteling models on boutique transaction data
- Score boutique merchandising compliance using RNCP35268 luxury retail standards across floor display layouts
- Audit stock accuracy and shrinkage using AIBM luxury fashion retail inventory control matrixes
- Draft omnichannel customer retention workflows using Altagamma luxury customer insight benchmark metrics
- Build boutique sales performance dashboards using Luxury Retailer Association store operational indicators

Target Audience:

- You direct daily boutique operations and manage sales floor service standards across luxury retail environments.
- You lead retail client advisors to achieve boutique targets while delivering personalised VIP client experiences.
- You oversee store merchandise replenishment, secure stockroom flows, and loss prevention across luxury categories.
- You supervise department store concession corners and brand shop-in-shops to uphold brand identity standards.
- You coordinate cross-channel luxury retail clienteling initiatives and customer relationship management campaigns.



Course Outline:

Day 1: Establishing Luxury Retail Foundations and Customer Insights

- Analysing luxury consumer expectations using Bain-Altagamma Luxury Market Study benchmarks
- Evaluating customer touchpoints using ESSEC luxury consumer journey models
- Profiling high-net-worth buyers using private client relationship management frameworks
- Assessing boutique commercial performance using Luxury Retailer Association operational metrics
- Build: Luxury Boutique Baseline Assessment and Customer Journey Profile

Day 2: Implementing Luxury Standards and Visual Merchandising Frameworks

- Aligning boutique operational procedures using RNCP35268 luxury retail management standards
- Standardising window and vitrine presentations using luxury brand visual guidelines
- Structuring private salon consultations using high-touch luxury service protocols
- Auditing floor staff brand presentation using luxury retail grooming standards
- Build: Boutique Visual Merchandising and Service Compliance Checklist

Day 3: Mastering Luxury Clienteling and Boutique Sales Techniques

- Structuring private client outreach cadences using AIBM luxury clienteling modules
- Curating bespoke VIP appointment schedules using client relationship management tools
- Managing client purchase histories using structured personal shopping dossier templates
- Executing post-sale nurturing sequences using luxury customer retention workflows
- Build: High-Net-Worth Client Relationship Management and Outreach Playbook

Day 4: Controlling Luxury Inventory, Shrinkage, and Store Risk

- Conducting physical stock counts using RNCP35268 perpetual inventory reconciliation methods
- Mitigating boutique shrinkage risks using luxury loss prevention control sheets
- Auditing high-value asset handling using precious goods consignment chain protocols
- Resolving client return disputes using luxury warranty and exchange matrices
- Build: Boutique Inventory Integrity and Loss Prevention Action Plan

Day 5: Synthesising Operational Blueprints Through Case Study Practice

- Evaluating multi-department boutique trade records using operational case study files
- Benchmarking store productivity ratios using Luxury Retailer Association comparative data
- Formulating staff scheduling rosters using boutique footfall and traffic models
- Calibrating boutique commercial targets using balanced retail performance scorecards
- Build: Luxury Boutique Operational Blueprint and Clienteling Playbook



Skills You Will Gain:

- RNCP35268 Boutique Compliance Auditing
- ESSEC High-Net-Worth Client Journey Mapping
- AIBM Luxury Sales Technique Application
- Boutique Shrinkage and Loss Prevention Control
- Altagamma Benchmark Productivity Analysis
- Luxury Retailer Association KPI Dashboarding
- Precious Goods Consignment Reconciliation

Why Attend This Course:

- Standardise boutique service rituals by applying proven international luxury retail competencies to daily floor routines.
- Drive client retention and repeat sales by structuring clienteling workflows for high-net-worth and VIP client accounts.
- Protect store margins by implementing strict inventory control and shrinkage prevention protocols across high-value stock.
- Produce a Luxury Boutique Operational Blueprint and Clienteling Playbook to govern boutique performance immediately.

Conclusion:

Returning to your boutique, you will immediately use your Luxury Boutique Operational Blueprint and Clienteling Playbook to review floor standards and client outreach processes. You will present the service workflows, loss prevention procedures, and clienteling schedules to your retail director and boutique team for operational sign-off. After deploying the service and inventory routines during your first trading week, you will check daily conversion rates, average transaction values, and stock reconciliation logs to verify operational stability.

Frequently Asked Questions FAQ:

What will you be able to do after the Luxury Retail Management Training Course?

You will be able to direct luxury boutique operations, implement clienteling strategies for high-net-worth clients, maintain visual merchandising standards, and run rigorous stockroom inventory controls. You will also track boutique performance using established luxury retail industry productivity benchmarks.

What do you need to know before starting the Luxury Retail Management Training Course?

You need foundational experience working in retail sales environments or supervising commercial floor staff. Familiarity with basic store sales tracking and point-of-sale systems is helpful, though previous executive management experience in luxury flagship stores is not required.



What deliverable do you build during the Luxury Retail Management Training Course?

You build a Luxury Boutique Operational Blueprint and Clienteling Playbook. This deliverable includes boutique baseline audits, visual merchandising checklists, high-net-worth clienteling cadences, inventory loss prevention protocols, and balanced luxury store performance scorecards.

How does the Luxury Retail Management Training Course differ from a general retail management course?

This course focuses on high-touch relationship management, prestigious brand equity, and high-value asset safeguarding rather than mass-market volume turnover. You address the service rituals, bespoke clienteling techniques, and loss prevention controls distinctive to luxury boutiques.

