



# Louis Vuitton

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# Entrance

	Yes	No
Environment (Carré d'Or, garden, ...)	X	
Accessibility (Parking, geographic situation ...)	X	
Cleaning place	X	
Windows	X	
Recognizable identity	X	

# Welcome

	Yes	No
Doorman : welcomed warmly	X	
Team presentation (staff was not recognizable)		X
Eye contact, appropriate body language		X
Offer help directly		X
Busy sellers	X	
Proactively assist you ?		X

# Browse

	Yes	No
Prices marked	X	
Products clearly displayed (accordance to the brand guidelines)	X	
Staff offer assistance if required ? (But only after a moment)	X	
Eye contact	X	
Guided to a specific product area (no introduced to a colleague, didn't ask for what we are looking for)		X
Proximis (good distance)	X	
Pro-activity	X	

# Re-engage / Approach

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Opening questions	X			X
Establish a connexion and build a positive rapport (taking consideration of all of us)		X	X	
Always use a positive language	X		X	
He demonstrates active contact and body language	X		X	

# Presenting a product

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Recommandations matched to our needs ?		X		X
3 options offered to facilitated choices ?		X		X
Did the seller describe the product ?	X			X
Was the seller passionate ? (Passionate by himself)	X			X
Confident and enthousiastic ?	X		X	
Storytelling ? (Share a story product)	X			X
Pro-activity	X			X





# Experience the product

	Yes (Seller 1)	No (Seller 1)	Yes (Seller 2)	No (Seller 2)
Did the seller encourage to hold ? (Test the product)	X		X	
Propose to feel or try the product ?	X		X	
Escorted to a mirror ?		X	X	
Recommended to additional items to complete the look ? (Gifts ...)	X			X
Pro-activity	X		X	



# Goodbye

	Yes (Seller 2)	No (Seller 2)
Introduce his name ? (Propose to contact him / Propose a reservation if unavailable in Geneva)	X	
Business card, proposed product reference	X	
Advice for our Monaco trip	X	
Was a goodbye personalized ?	X	
All the staff member say goodbye and thank you for visiting ?	X	
The doorman open the door for you ?	X	



# Behaviour

<p>Perceptive: Verbal Para-verbal (tone voice) Non verbal</p>	<p>Pro-active</p>	<p>Passionate</p>	<p>Perseverant</p>
<ul style="list-style-type: none"> <li>- Adapt to our language</li> <li>- Adapt to our humor/ironic tone</li> <li>- Mirror effect</li> </ul>	<ul style="list-style-type: none"> <li>- No powerful question</li> <li>- Don't try to find the WHAT-HOW-WHY</li> </ul>	<ul style="list-style-type: none"> <li>- Not very..</li> </ul>	<ul style="list-style-type: none"> <li>- Give the business card</li> <li>- Possibility to be deliver in an other store</li> </ul>

# Conclusion

- Iconic moment: Not really
- BUT we felt good when we left out to Louis Vuitton. WHY ?
- Augmented the emotion and the trust —> mirror effect
- Reduce the risks —> logic low
- Just after the experience 9/10 but after analysis 7/10 —> Good JOB !



# Values

- Emotional/Personal : (90%) **Impulse purchase.**
- Strategic : (5%) **Investment**
- Financial : (5%)



# Triggers

- **Self-centered :**



- **Contract : NO**



- **Tangible :** projection with the bag, « friends will can buy this one »



- **Visual :** wear the bag in front of a mirror





# Sketch

- **Alexander McQueen**

