

SELL TO THE RICH WORKSHOP

UNDERSTANDING
LUXURY BUYERS

ELEVATING THE PEOPLE
WHO SERVE THEM.

A ONE-DAY INTERACTIVE WORKSHOP

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Better relationships begin with better understanding.

There isn't a luxury business today that doesn't talk about the importance of building strong relationships. We know relationships create trust, trust creates loyalty, and loyalty drives long-term success.

But strong relationships require more than understanding what a customer wants.

They require understanding **the person in front of us and the person we bring into the interaction.**

For more than four decades, I've had the extraordinary privilege of working exclusively with affluent clients. One thing became clear very early on: those serving luxury buyers often come from a very different world than the people they serve.

That difference isn't a disadvantage. But it can create assumptions, uncertainty, intimidation and behaviors we may not even realize we're bringing into the relationship.

At the same time, affluent buyers themselves are frequently misunderstood. When money isn't the primary constraint, other things become more important—time, trust, privacy, ease, recognition, control and belonging.

The Sell to the Rich Workshop explores both sides of the luxury relationship.

Participants develop a deeper understanding of affluent buyers—what they value, what influences their decisions and what earns their trust—and then turn the lens around to understand how their own assumptions, confidence and behaviors shape the experience they create.

Because better relationships begin with better understanding of them and ourselves.



What affluent buyers do is visible.

Why they do it is where the opportunity lies.

Every interaction with an affluent buyer tells a story.

The questions they ask. The details they notice.

The options they reject. The time they take—or don't take—to make a decision. Even the contradictions in their behavior provide clues about what matters to them.

When affordability isn't the primary constraint, other considerations become bigger.

Time. Trust. Privacy. Ease. Recognition. Control. Belonging.

A hesitation may not be about price. A request for another option may not mean they want more choices. Someone who appears demanding may actually be looking for reassurance. Someone who values privacy may simultaneously want to feel recognized.

Behavior is what we see. Understanding comes from learning to interpret what might be happening beneath it.

Participants learn to recognize micro-behaviors, listen differently to questions and objections, and explore the emotions, motivations and values influencing the choices affluent buyers make.

The objective isn't to become better at selling to people. It's to become better at understanding them.

Understanding Them

The first half of the workshop takes participants inside the world of the affluent buyer—moving from what they observe to what may actually be driving the behavior.

01

— WHEN MONEY ISN'T THE ISSUE, EVERYTHING ELSE IS

Understanding the world of the affluent buyer

What changes when affordability isn't the primary constraint? Participants explore what affluent buyers really value and the outsized role of time, trust, privacy, ease, recognition, control and belonging.

02

— READING THE LUXURY BUYER

Looking beneath what they say and do

Participants learn to recognize micro-behaviors, paradoxical behavior and subtle signals—and explore what may be happening beneath common questions, objections and decisions.

03

— TRUST, CHOICE AND THE LASTING EXPERIENCE

What are they really buying?

What creates trust? What quietly destroys it? Why choose one brand when every option is good? Participants explore recognition versus attention, anticipation versus intrusion, and the lasting experience that makes a decision feel worthwhile long after the transaction.

And then we turn the lens around.

Understanding Ourselves

Understanding the luxury buyer is only half the relationship. The second half of the workshop explores what we bring into the experience—and what may unintentionally get between us and the people we serve.

04

— TURNING THE LENS AROUND

What do we bring into the relationship?

Participants explore their own stories and assumptions about wealth, power and status—and how intimidation, self-doubt or questions of belonging can quietly influence the customer experience.

05

— GENUINE, NOT PERFORMATIVE

Removing what gets between us and the customer

Trying too hard can be just as damaging as not trying hard enough. Participants examine over-serving, excessive formality, proving themselves, fear of getting it wrong, and the difference between rigidly following standards and confidently reading the person in front of them.

06

— YOUR DIAMOND EDGE

Bringing your best self to luxury

Exceptional luxury service doesn't require people to become someone else. Participants identify what they naturally bring to an experience, how their individuality can strengthen the brand, and what becomes possible when they stop proving and begin trusting what they bring.



The goal isn't simply better service. It's more confident, perceptive and genuine people delivering it.

A workshop where insight becomes action.

The Sell to the Rich Workshop is designed as a conversation, not a lecture. Throughout the day, participants work with the real situations, customer behaviors and experiences they encounter in their own business. They observe, interpret, question assumptions, experiment with different responses and ultimately identify how they want to show up differently.

PARTICIPANTS WILL:

- ✓ Decode real customer comments, objections and behaviors
- ✓ Explore what may be happening beneath the surface
- ✓ Map the lasting experience they want customers to leave with
- ✓ Examine assumptions they may unknowingly bring into affluent customer relationships
- ✓ Compare performative responses with confident, genuine ones
- ✓ Identify their own **Diamond Edge** and one behavior they will intentionally bring differently to future customer interactions

Every workshop is customized to the organization and industry, ensuring the conversations, examples and learning directly reflect the challenges and opportunities participants face.

Participants leave seeing two things differently: the customers in front of them and themselves in the relationship. That shift can change the very next interaction.



What organizations gain

The most valuable outcome of the Sell to the Rich Workshop isn't simply that participants know more about affluent buyers.

They begin to **see differently**.

They see more in the customer's behavior. They become more aware of what they themselves bring into the interaction. And they become more confident in responding to the individual rather than performing what they think luxury service is supposed to look like.

That combination creates something difficult to teach through traditional service standards alone:

people who can read the customer, trust themselves and create genuinely human luxury experiences.

For organizations, that understanding becomes a competitive advantage. It creates greater consistency across client-facing teams, strengthens relationships, and helps distinguish the brand in ways competitors can't easily replicate.



PARTICIPANTS LEAVE WITH:

- ✓ A deeper understanding of affluent buyers
- ✓ Greater ability to interpret subtle behaviors and signals
- ✓ Awareness of their own assumptions and responses
- ✓ Greater confidence around wealth, power and status
- ✓ The ability to be more genuine and less performative
- ✓ A clearer understanding of their individual **Diamond Edge**



ORGANIZATIONS GAIN:

- ✓ More perceptive and confident client-facing teams
- ✓ More meaningful customer relationships
- ✓ Greater trust, loyalty and repeat business
- ✓ More consistent experiences without sacrificing individuality
- ✓ Teams better equipped to respond to the person—not simply follow the standard
- ✓ A luxury experience strengthened from the inside out

Exceptional luxury experiences begin with understanding the people you serve and elevating the people who serve them.



About Jeffrey Shaw

From the very beginning of his career, Jeffrey Shaw understood that success with affluent clients would never come from having a better product alone. It would come from having a better understanding of the people buying it.

That belief shaped his career as one of America's most sought-after portrait photographers, working exclusively with affluent families for more than four decades. Rather than studying wealth from the outside, Jeffrey built lasting relationships with clients whose trust, loyalty, and referrals became the foundation of his business. Those experiences gave him a rare perspective into how affluent buyers think, what they value, how they make decisions, and what separates brands they admire from those they simply purchase from.

Today, Jeffrey advises luxury brands around the world on understanding affluent buyers, strengthening client relationships, and creating meaningful competitive advantage. He is the author of *Sell to the Rich*, *LINGO*, and *The Self-Employed Life*, a TEDx speaker featured on TED.com, and founder of Diamond Edge Academy.

The *Sell to the Rich* Workshop brings together the most important insights Jeffrey has gained over four decades, distilled into one highly interactive day that helps organizations better understand the people they serve and apply those insights immediately.



Bring the *Sell to the Rich* Workshop to Your Organization

Designed for leadership teams and client-facing professionals, the workshop is customized to the challenges, opportunities, and client expectations of your industry.



One-Day
Interactive Workshop



Customized for
Your Organization



Ideal for Leadership
and Client-Facing Teams



To learn more or discuss
bringing the *Sell to the Rich*
Workshop to your organization:



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