

The Luxury Market From the Perspective of a Preeminent Family Portrait Photographer for Affluent Families



Jeffrey Shaw

Speaker

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Jeffrey Shaw is uniquely qualified to teach business owners how to succeed in the luxury market. Having been the go-to family portrait photographer in the U.S. for very affluent families for more than 30 years, as he says, "I don't just understand this market, I was in their closets."

Such an intimate experience in the lives of affluent families affords Jeffrey an insider perspective and a deep understanding of the luxury market that your attendees will greatly benefit from.

Talk Proposal:

Sell To The Rich: Insider Secrets for Success in the Luxury Market

Audience:

Luxury goods and services business owners and luxury brand sales associates

Overview:



What does it take to break into the discriminating luxury market—to capture the attention of the rich, win their trust, exceed their expectations, and keep them coming back time and again, especially in changing times and volatile markets?

Having been the go-to, family-portrait photographer for the rich and famous for 40 years, Jeffrey Shaw reveals the answers to all these questions and more and gives the final word on who the affluent are, what they want, and how to sell it to them.

With surprisingly intimate knowledge of the wealthy, Jeffrey will remove the guesswork from your business strategy and replace what you presume about the affluent with the reality of how their minds work and how they make buying decisions.

Learning Objectives:

1. Learn the five emotional triggers that gets the luxury market to buy
2. Proven (but not obvious) strategies to create brand obsession and keep clients forever
3. How intimate details make all the difference in customer experience
4. How to leverage changing times and adapt to luxury-buyer psychology

References:

Angela Kurkian
Director of Education, ImagingUSA and
Professional Photographers of America
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Jennifer Clark
Lead Event Strategist at techsytalk
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"Jeffrey Shaw was the #1 rated speaker (out of 15) at ProfitCon. You have a powerful message, Mr. Shaw!"
Mike Michalowicz, Keynote speaker, author of Profit First, Clockwork, Get Different and others

