

Client

Company: Harman International | Levinson

Project Director: Mr. Dave Nauber, Vice-President of Sales, Mark Levinson

Harman International is the parent company for Infinity, Harman/Kardon, JBL, JBL Pro, Lexicon, AKG, Crown, Mark Levinson, Revel and Studer. Mark Levinson is Harman International's flagship audio component line, with the single goal to produce the world's audio electronics. Levinson offers audio components from \$3,000 to \$34,000.

Mark Levinson designs and manufactures high performance audio components using the highest quality of engineering, parts and materials in the service of music reproduction. The result is a no-compromise audio brand that communicates the heart and soul of music. Mark Levinson is the flagship audio component for Harman International, and is regarded by many audio enthusiasts and reviewers around the world, as the reference in home audio electronics.

Context

Mark Levinson, like many other brands, makes world-class products: Ferrari automobiles, Hasselblad cameras, Ebel watches and Brioni clothes. They all share a common attribute - a commitment to deliver the highest quality of performance, craftsmanship, and detail. They are the best in their product category - and among the best that money can buy.

Mr. Nauber believed that at the point of sale, sales people weren't recognizing the Levinson brand as a premium brand and communicating to the customer, all the desirable attributes that goes with owning a premium brand. After seeing my presentation work for Levinson's sister company, Revel speakers, Dave Nauber engaged me to produce the Levinson presentation.

Deliverable

Presentation content, structure, speaker notes , graphics, animations, PDF for emailing.

Objectives

Audio sales at retail face many of the same issues that many luxury brands also face at retail - brand name recognition. Many of the premium brands don't enjoy the same brand recognition that other lesser brands do. Rolex doesn't make the worlds finest watches, and Bose doesn't make the worlds finest speakers, however, their brand recognition awareness is outstanding. For many audiophiles, owning the best audio components is enough, but not everyone considers themselves an audiophile. However, there are many customers who do desire to own the world's best.

Presentation objectives:

- **Establish Levinson as the world's best audio component**
- **Establish Levinson on the same footing as the world's best brands**
- **Position yourself and your store as representing the world's best brands**
- **Communicate the specific attributes of luxury brand status**
- **Communicate the desirable aspects of owning "the world's best"**

Content

I was responsible for content development, writing, presentation structure and design. To accomplish this I did an exhaustive literature search on luxury brands, boutique retailing, premium products merchandising and successful luxury product launches. I synthesized all of the content and made it as verbally succinct and visually persuasive as possible.

Presentation structure:

- Introduction and overview of other luxury goods / world's best brands
- Characteristics of luxury goods
- Positioning the good and the best
- Understanding the luxury goods buyer
- Tangible benefits of luxury goods
- Non-tangible benefits of luxury goods
- Positioning relative costs of luxury goods
- Positioning your self as a luxury goods salesperson
- Presenting luxury goods
- Communicating the qualities of the luxury good
- Communicating the desire to own the world's best

The presentation has been so successful, it is still in use by Mark Levinson associates more than 6 years later.

Selling
Luxury
Products

*“Give me the Luxuries of Life,
and I will willingly
do without the necessities.”
-1932*

Frank Lloyd Wright

Objectives

- Understand the concept of luxury goods.
- Understand how you will benefit from selling luxury goods.
- Acquire knowledge and tools for success.

Introduction



HIGH PERFORMANCE = HIGH END

- Luxury Goods are high end plus more

Are you familiar with
Luxury Goods?



Luxury Goods

A-Z



• Baccarat -crystal

• Bentley -automobiles

• Bosendorfer -piano

• Bulgari -jewels

• Brioni -clothing

• Black Widow Bows -archery

K. Peine Schüler, Bösendorfer



Brioni

Luxury Goods

A-Z



DE BEERS
A DIAMOND IS FOREVER

- De Beers -diamonds
- Alfred Dunhill -haberdashery
- DKNY -fashion
- Daiwa -golf clubs



Luxury Goods

A-Z



• Ebel -watches

• Equinox -health club-NYC

• Escada -Italian fashion

• Four Seasons -restaurant



Luxury Goods

A-Z



- Ferrari
- Salvatore Ferragamo -shoes
- Fendi -furs
- Gucci -fashion
- Godiva -chocolates
- Hinckley -classic yachts
- Hasselblad -cameras

Luxury Goods

A-Z



• Lexus -automobiles

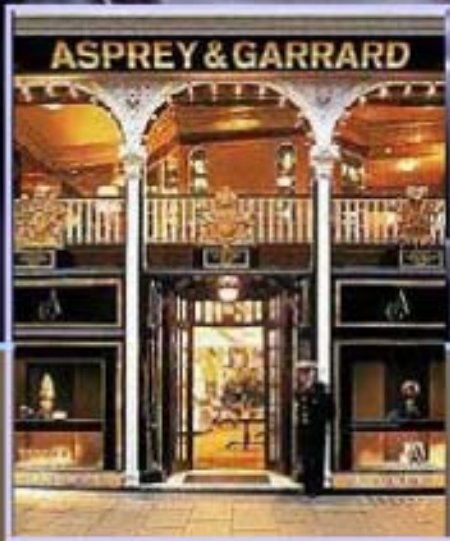
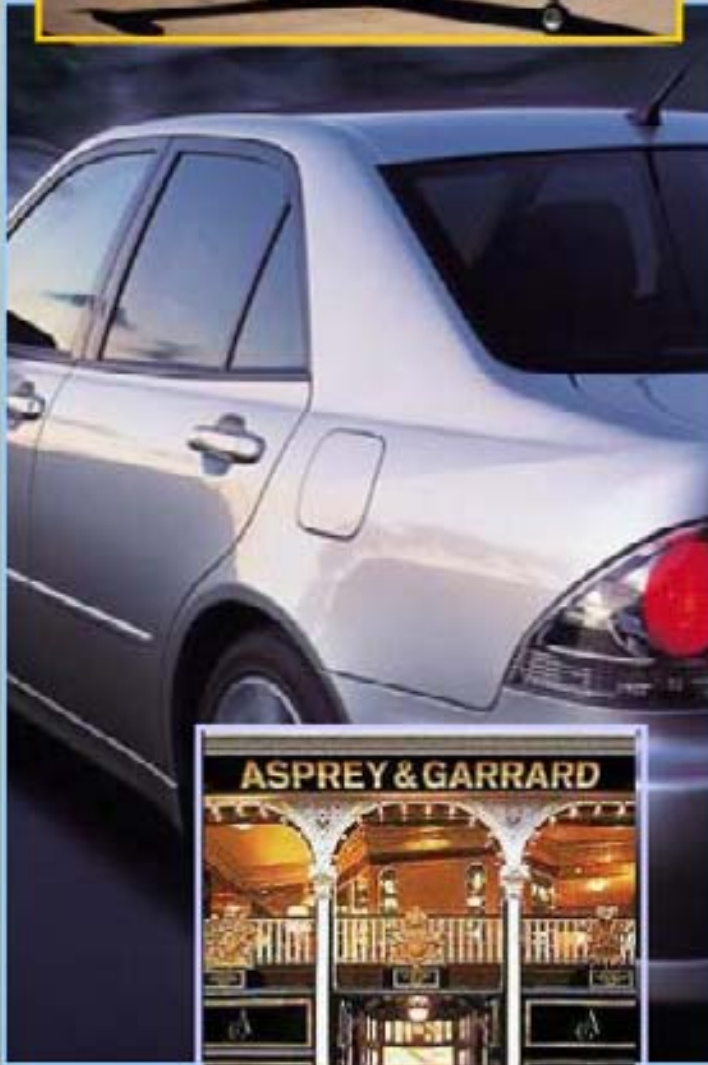
• Mikimoto Pearls

• North Sails

• Orvis -outdoor gear



Characteristics of Luxury Goods



- Longevity
- Performance
- Easy to use
- Functional
- Beautiful finish
- Unique design
- Exclusive



“The good” has
some of these...

Characteristics of Luxury Goods

- More costly
- **Special parts**
- Most appropriate materials
- Over-built
- **Precision fit**
- **Craftsmanship**
- Longevity?
- **Performance**
- Easy to use?
- Functional?
- **Beautiful finish**
- Unique design
- Exclusive



Luxury Buyers

Luxury buyers
may be more
affluent, but...

- 40% have household incomes...
below \$40,000.
- 70% have household incomes...
below \$60,000.

Luxury Buyers

Luxury buyers
may be better
educated, but...

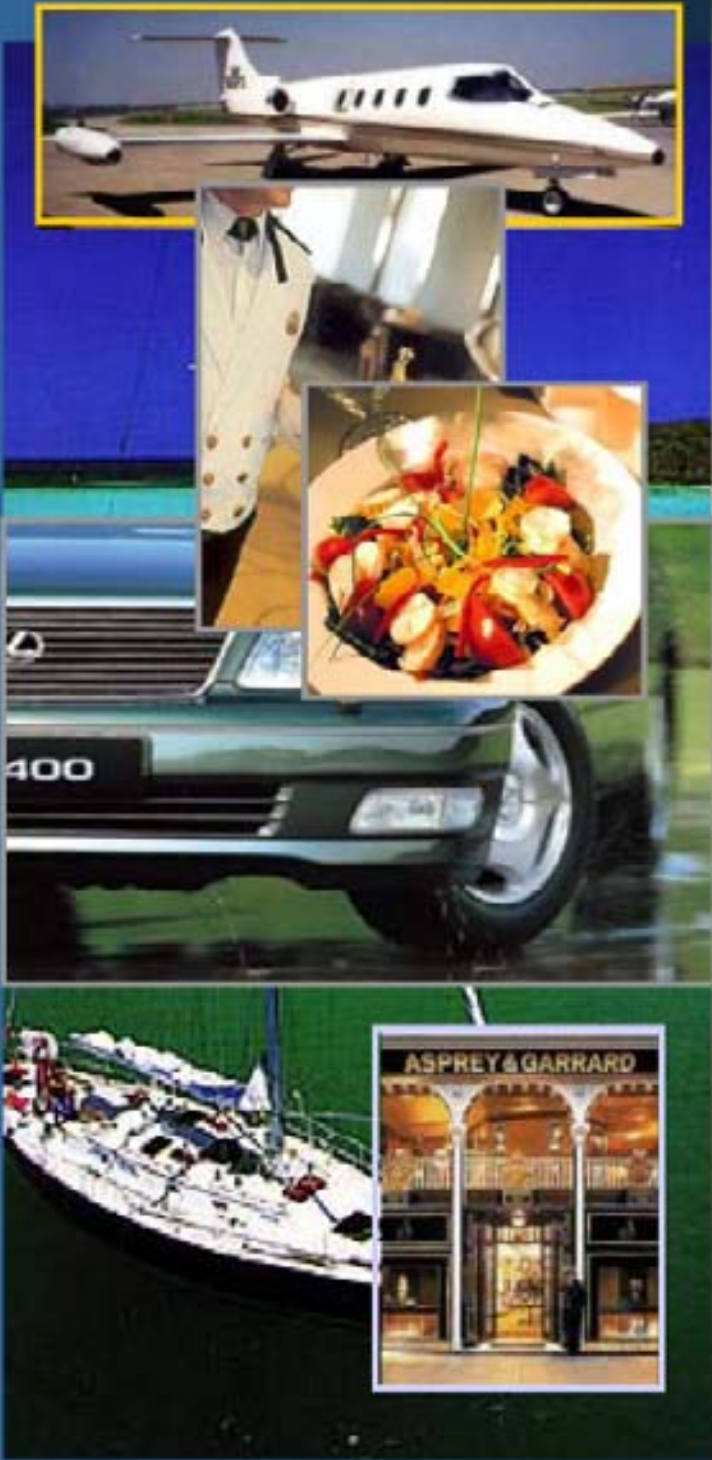
- Over half did not attend college.



Why do people
buy luxury
goods?

Luxury Buyers

They desire them.



Luxury Buyers

Different
Buyers have
different needs



Luxury Buyers

- Personal indulgence - "pleasure"



- Status -
"pride of ownership"

Luxury Buyers



Top-of-the-line
brands **confer**
luxury status

- Once they know of the better brands, and what makes them better - they want them.
- They confer visibility, prestige and distinction.

Luxury Buyers



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- They confer visibility, prestige and distinction.
- 46% “feel the brands of products people use say a lot about them.”

Luxury Buyers



Luxury products
may
fill a **practical**
need.

- Mercedes-Benz taxis are common in Europe.
- Snap-On tools are commonly used by professional mechanics.
- Reporters may choose Leica cameras for their performance and durability.

Luxury Buyers

How much
luxury **business**
is out there?



- Brioni sells more than 60,000 hand made suits per year.

Brioni suits. Handmade. Without parallel. Custom tailored to your specifications. By appointment only. Is \$3,295 too much to ask for perfection?

How much
luxury business
is out there?




Luxury Buyers

- In the US, more than 60,000 people fly by private jet each year (some wearing those Brioni suits).

1981 LEAR 35A; low hours, never smoked in, always hangared, all the toys, 1 Owner; only \$3,887,000 let's talk!

Luxury Buyers

- More than 2,000 Mark Levinson amplifiers are sold each year.
- Average price: \$8,000.
- Never needs ironing, will always be in style, and maintenance costs are essentially zero.
- It is, by comparison a bargain.



How much
luxury business
is out there?

Luxury Salespeople



- Personal and professional satisfaction
 - Work with products and people you believe in.
 - Life is short. Enjoy yourself.


What's in it
for You?

Luxury Salespeople

Introduce your customers to the luxury of home entertainment.

- **Experience it** - Never underestimate the power of a good demonstration.
 - You must be able to prove that you can provide the best sound and picture in your market.

Luxury Presentation



Who do you
represent and
why?

- You sell things that represent the best value at different price levels.
- You sell the best products in the world.
- The products you sell are a reflection on you.

mark →
LEVINSON.®

For your best
customers