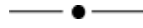


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« TELL ME ABOUT YOURSELF! »»

*The art of
conversation,
the key to a
successful
customer
experience*

Masterclass by

CONSTANCE CALVET



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« Hello, »

For more than 10 years, I've had the privilege of helping some of the world's finest luxury and craft brands train their teams.

*Since childhood I have loved and practised **conversation** thanks to the teachings of my grandmother, the wife of an ambassador and well-versed in this wonderful exercise.*



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« Today, »

I'd like to tell you about the origins of this subtle and useful art, before sharing a few secrets with you to help you have successful conversations with your customers. As you can see, this particular chair is the perfect illustration! Let me tell you its story.

It was while conversing with copper through various design projects that she came up with a 'cell' made up of several pieces of tubular furniture linked together. It was while conversing with copper through various design projects that she came up with a 'cell' made up of several pieces of interconnected tubular furniture. A confession without concessions, or a conversation with passion, this is the desire that this object inspires in the artist, and it is for this reason that it has become the emblem of her studio.

It is called a 'confidant' or 'confidente'.

« you and me »

Now obsolete, it was all the rage during the Second Empire, when a burgeoning bourgeoisie grew rich and furnished itself, and developed a different way of living and entertaining, focused on useful as well as futile conversation. The result was the creation of a seat that was ideal for conversation, here transformed by a talented young artist, Juliette de Ferluc.



Juliette de Ferluc, designer of the 'Conversation' armchair - 2014.

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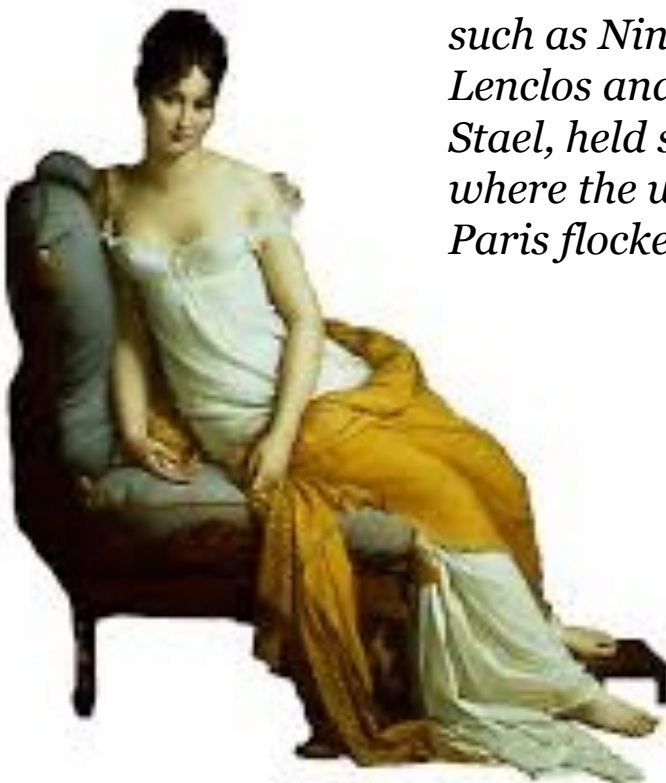
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«The Art of Conversation»

*is a pure product of
French culture.*

*From the 17th
century until the
Revolution, the
'Salonnières'
'Salonnières',
cultivated women
such as Ninon de
Lenclos and Mme de
Stael, held salons
where the whole of
Paris flocked.*

*This practice
continued in the 19th
century before dying
out altogether. One
of the last to hold a
salon was **Juliette
Récamier**, whose
hotel, just a stone's
throw from my
office, is a meeting
place for the most
famous celebrities
from the world of
politics, literature
and the arts.*



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*Madame de Sévigné,
queen of the
epistolary style, used
to say that an hour's
conversation was
better than 50 letters!*

« An hour's
conversation is
better than fifty
letters! »

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« SO... »

In the age of digital technology, social networking and instant communication, is conversation still relevant? More than ever! **In a world that has become incredibly connected and yet so distant, reciprocity and**

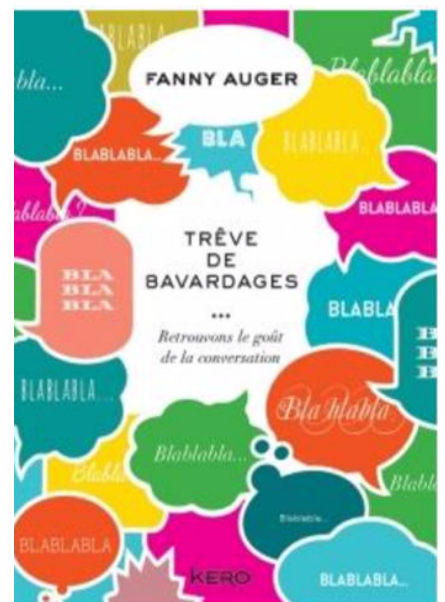
It is becoming a necessity for humanity. Let's take a brief look at its etymology: the Latin word 'Conversatio' comes from 'Conversor', which originally meant 'to converse'. 'Conversor', which originally meant
« living with »

Not with the small screen, but with others.

Over time, the word 'converse' has become synonymous with civility: conversing is not just talking to others, but above all knowing how to live with others!

Fanny Auger, Director of The School of Life, a great specialist in the subject and whom I was lucky enough to meet, says this in her book '**Trêve de bavardages**', which I recommend to you:

« Conversation is an adventure: a journey on which we set off light, but which makes us richer on arrival, makes us richer ».



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« A GAME... »

Now you understand how necessary conversation is to our social lives, and to our relationship with our customers. In fact, it is one of the cornerstones of our relationship. You may be familiar with the saying: **‘Tell me about myself, it's the only thing I'm interested in’**. Well, I can assure you that, whatever the culture of your customers, they will appreciate it when you talk to them about themselves.

I remember one day when the dreaded, typically Parisian, ultra-busy, ultra-hurried president of a fine leather goods company gave me a few minutes to introduce myself. I had two choices: the first was to give a standard presentation of my firm and its services, and the second was to tell her all about myself.

So I did, once she'd hung up the phone with her daughter, with whom she'd obviously just had a row, involving me in the conversation in spite of herself. So I started talking about the difficulties of communicating with teenagers. A little surprised at first, she ended up confiding in me about her worries as a mother, then invited me to lunch and the deal was in the bag, no pun intended!

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... OF SEDUCTION



Marcel Pagnol
said :

*" The talkative are
those who talk
about others, the
boring are those
who talk to you
about themselves
and those who talk
to you about
themselves are
brilliant
conversationalists"*

*Conversation is a
game of seduction,
let's face it. It
follows the same
pattern as the game
of love. From the
very first seconds of
a meeting, whether
personal or
professional, from
that moment that is
sometimes
frightening because
we have to break the
ice, **the secret is to
tell the other
person about
yourself.***



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« SPEAK... »

So say little or nothing about yourself, and above all don't talk about what you're trying to sell! Take an interest in your customers and compliment them, without, of course, indulging in flattery.

***How do you get started?** Well, ask them about their country of origin, the length of their stay in France, the composition of their family, their place of residence, the name of the hotel where they stayed, their passions, their hobbies, the brands they like to wear, take an interest in their cat and ask them its name!*

Demonstrate your emotional intelligence and interpersonal skills:

Listen to them with curiosity, humanity and empathy, without ever losing your smile or your availability.

Try not to follow your own agenda in the questions you ask your customer, but follow their own logic. Let yourself be surprised, let them take you where they want to go. You'll find out so much about them that the sale will be the simple consequence of this conversation and will become child's play!

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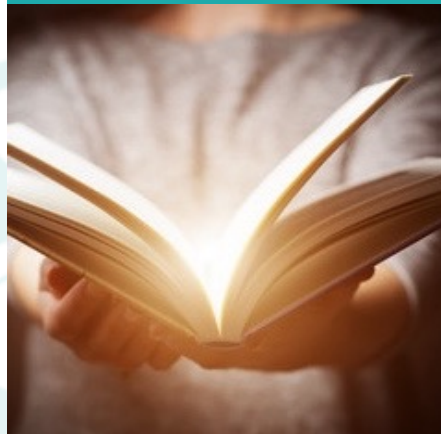
« ON DAY, »

during a training course on this subject that I was running for a very fine jewellery company, someone told me her secret: when the customer sits down in front of you and it's up to you to take the 2nd step, simply start with :

‘Tell me about yourself or

‘This very simple formula is magic, like a key that unlocks a safe.

The customers, under the effect of this benevolent injunction, open up, revealing their desires and giving us access to their dreams.



You've got it:

converting a customer depends on the quality of your your conversation.

A good salesperson has good answers, while a great salesperson has great questions. Focusing the conversation on the customer, not the product, is the key to a memorable customer experience.

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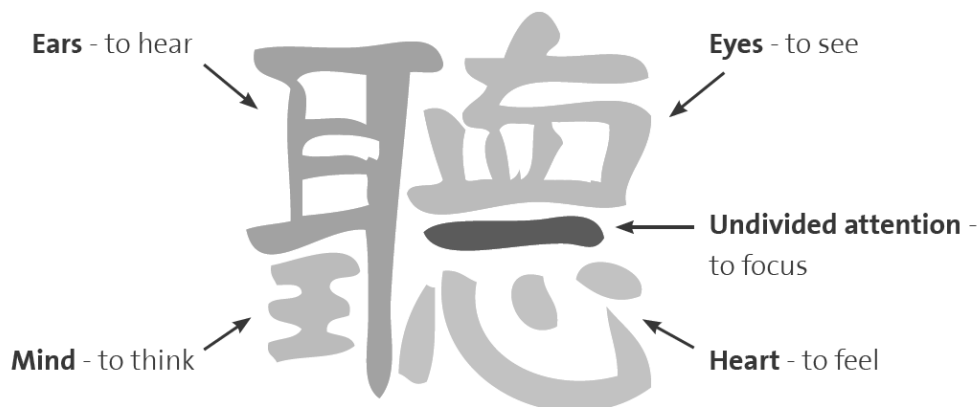


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« LISTEN TO »

The Chinese language is the only one in the world to have captured in a single word, a single ideogram, everything you need to do to listen properly. You have to use your ears, your eyes, your mind and your heart all at the same time, and listen to the other person with undivided attention.



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TO CONCLUDE



**remember these 3
conditions to
excel in the art of
conversation:**

1

CURIOSITY

2

**FOCUS ON THE
OTHER PERSON**

3

**ACTIVE
LISTENING**

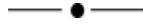
*And don't forget to ask
the cat's name!*

*See you soon for
another master class!*

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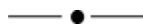
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LinkedIn post by Tristan de Fommervault published on 2 June 2016

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‘All authentic conversation plays a creative and transformative function’

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Conversation - How Talk Can Change Our Lives - Theodore Zeldin

•
Soul Trader - Rasheed Ogunlaru

•
Trêve de bavardages - Fanny Auger



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