

LUXURY MARKETING SUMMIT 2026

NEW YORK, MAY 13, 2026

MARTIN SHANKER OF SHANKER INC.



Luxury Brands Build Demand, Associates Build Loyalty

Luxury
Brands
Build
Demand.



Associates
Build
Loyalty.

WHY LOYALTY IS HARDER TO EARN

- You can't build loyalty on information anymore
- Associates went from #1 to #3 after friends and the internet
- The aftermath of COVID has created transactional selling
- Turnover and generational gaps weaken loyalty
- Mistaking rapport and sales size for loyalty

FROM INSIGHT TO ACTION

1. Sales can be a noble profession, not a job
2. Train for skills that technology can't replace
3. Manage the “how”, not just the “what”
4. Hire for characteristics, not only skills
5. Be a values driven organization



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Q&A

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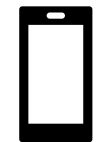
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