

Training *Catalogue*

Pulse

The agency specializing
in Emotional Intelligence in the luxury sector

Emotional Intelligence is not a detail.

It is your competitive edge.

*At Pulse, **emotion does not stand in opposition to performance**, it is what drives it forward.*

Here, you will discover tailored learning journeys for your Associates, Managers, Leaders and Retail Teams: Emotional Intelligence, Stress Management, Communication, Leadership, Sales Techniques...

***Each training is an experience to be lived, a turning point** where behaviors evolve and collaboration deepens.*

This catalogue is a first step before fully immersing into your bespoke universe (fragrance & cosmetics, fashion, watches & jewelry, wines & spirits, hospitality, automotive...).

Let's create together training experiences that truly reflect your uniqueness!



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For Everyone

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Pulse your Emotional intelligence

REVEAL YOUR EMOTIONAL PATTERNS TO ENHANCE YOUR IMPACT AND THE QUALITY OF YOUR RELATIONSHIPS.

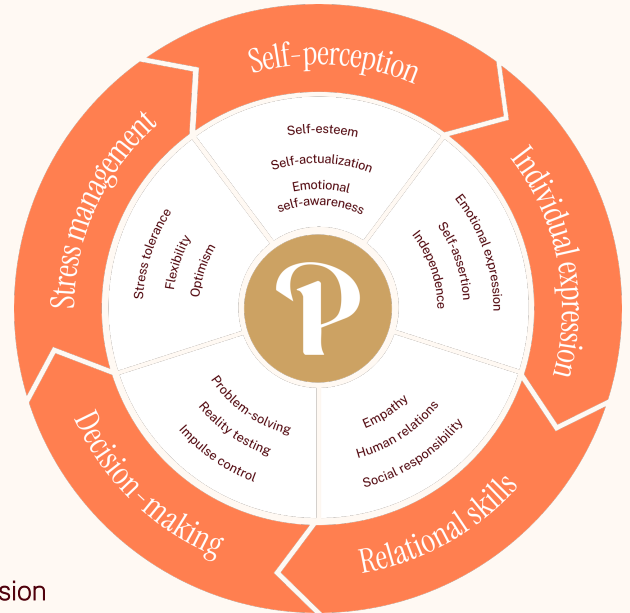
OBJECTIVES

Understand your emotional functioning and that of others through the EQ-i assessment.

Develop your self-awareness, emotional expression and relational ease.

Turn your emotions into performance drivers to communicate more effectively, make informed decisions and manage stress.

We leverage the power of the group through interactive exercises and real-life scenarios that trigger powerful insights.



Format

STEP 1
15-minute online assessment
+ 1-h individual remote coaching session

STEP 2
1 day of in-person group training

PROGRAMME

BEOFRE

DURING

01 PULSE YOUR EMOTIONAL QUOTIENT

EQ-i & individual debrief

- With its 133 questions, the EQ-i is the global benchmark for measuring emotional intelligence.
- Identification of your strengths and development areas.
- Individual debrief with a certified coach to anchor your insights and define your growth levers.

02 PULSE YOUR EMOTIONS

Understand, feel, regulate

- Decoding emotional reactions and understanding the link between emotions, needs and behaviors.
- Understanding the role of pleasant and unpleasant emotions.
- Introduction to emotional regulation techniques.

03 PULSE YOUR HUMAN CONNECTIONS

Cooperate with authenticity

- Understanding others' emotional experience.
- Integration of the key steps of empathic communication.
- Strengthening relationship quality and problem-solving.
- Awareness of the impact of emotions on individual and collective performance.

BENEFITS FOR PARTICIPANTS

- Clear understanding of your emotional strengths.
- Enhanced ability to understand and regulate your emotions.
- Better reading of others' emotional experiences for more authentic relationships.
- More composed stress management and more effective decision-making.

Pulse your Stress Management

UNDERSTAND YOUR EMOTIONAL RESPONSES AND STRENGTHEN YOUR ABILITY TO FACE CHALLENGES WITH CALM, CLARITY AND EFFICIENCY.

OBJECTIVES

Understand the emotional and physiological mechanisms of stress.

Identify your triggers, your reactions and the underlying needs.

Develop sustainable and adapted regulation strategies.

Strengthen your ability to deal with uncertainty, tension and pressure.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR UNDERSTANDING OF STRESS

Identify – Decode – Clarify

- Emotional, cognitive and physical mechanisms of stress.
- Internal and external triggers.
- Understanding the link between emotions, needs and behaviors.
- Self-assessment of professional and personal stress.
- Automatic thoughts, limiting beliefs and rumination.

02 PULSE YOUR REGULATION LEVERS

Breathing – Refocus – Soothe

- Breathing and grounding techniques.
- De-escalating reactive thoughts.
- Differentiating urgency vs importance (prioritization).
- Emotional regulation tools.
- Using DESC as a structured and calming communication tool.

03 PULSE YOUR SUSTAINABLE ANTI-STRESS STRATEGY

Act – Adjust – Anchor

- Clarifying priorities and areas of influence.
- Personalized anti-stress action plan.
- Preventing tension and managing the unexpected.
- Mental and physical recovery rituals.
- FLOW as an emotional compass.

BENEFITS FOR PARTICIPANTS

- Better understanding of your emotional reactions and their triggers.
- Strengthened ability to regulate stress with calm and clarity.
- More peaceful relationships through more controlled expression.
- More stable, effective and sustainable stress and uncertainty management.

Pulse your Assertive Communication

DARE TO EXPRESS YOURSELF WITH CLARITY, RESPECT AND EMOTIONAL INTELLIGENCE.

OBJECTIVES

Understand the emotional mechanisms that influence the way you communicate.

Differentiate between passive, aggressive and assertive communication, and identify your patterns.

Develop empathic communication: active listening, paraphrasing, non-verbal language.

Express clear messages, set boundaries and limits without hurting others or silencing yourself.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR AWARENESS OF YOUR COMMUNICATION

Identify your styles and patterns

- Analysis of your communication styles.
- Identification of mechanisms, beliefs and fears that limit your expression.
- Impact of non-verbal communication: posture, eye contact, gestures, voice, proximity.
- Awareness of the impact of your communication on others and on the relationship.

02 PULSE YOUR EMPATHIC COMMUNICATION

Listen – Understand – Connect

- The foundations of a key skill: empathy.
- Practice of active listening and paraphrasing.
- Decoding emotions and needs, for yourself and others.
- Introduction to Nonviolent Communication (observation, feeling, need, request).

03 PULSE YOUR ASSERTIVENESS IN DAILY SITUATIONS

Speak with clarity and respect

- Formulate clear, confident and constructive messages.
- Set boundaries and say “no” without guilt or aggression.
- Express disagreement or feedback in a constructive way.
- Practice on real-life situations: sensitive conversations, delicate requests, everyday tensions.

BENEFITS FOR PARTICIPANTS

- Greater ability to express ideas, needs and boundaries clearly.
- More calm, respectful and constructive interactions, even in sensitive situations.
- A more confident and balanced relational posture, neither harsh nor overly accommodating.
- Smoother working relationships built on trust and cooperation.

Pulse your Limits

STAY ALIGNED WITH YOUR VALUES, CLARIFY YOUR NEEDS, AND DARE TO SAY NO TO CREATE A FRAMEWORK THAT SUPPORTS BOTH PEOPLE AND PERFORMANCE.

OBJECTIVES

Understand the link between your personal values, your needs and your own limits.

Identify your warning signals when a limit is crossed (body, thoughts, behaviors).

Develop assertiveness that respects both yourself and others.

Strengthen managerial courage to set a clear and safe framework that fosters psychological safety.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR INTERNAL COMPASS

Values – Needs – Limits

- Identify your core values and what it means to embody them daily.
- Understand the link between emotions, needs and limits.
- Recognize physical, emotional and mental signals when a limit is crossed.
- Decode the beliefs that prevent you from saying no.

02 PULSE YOUR RELATIONAL COURAGE

Say no with respect and care

- Adopt an assertive communication posture.
- Express a clear “no” using Nonviolent Communication.
- Explore different ways of saying no (conditions, alternatives, proposals).
- Practice on real situations: workload, prioritization, inappropriate requests, individual and collective tensions.

03 PULSE YOUR SAFETY FRAMEWORK

Psychological safety & Managerial courage

- Set clear rules of engagement:
- Co-create ways of working that respect everyone’s limits.
- Foster psychological safety: the right to make mistakes, to question, to say stop.
- Build a personal action plan.

BENEFITS FOR PARTICIPANTS

- Clear understanding of your own limits and what challenges them.
- Increased ability to say no without guilt or aggression.
- Healthier, more balanced relationships based on mutual respect.
- A climate of psychological safety that encourages boldness, cooperation and performance.

Pulse your Conflict Management

TURN TENSIONS INTO COURAGEOUS AND CONSTRUCTIVE CONVERSATIONS.

OBJECTIVES

Understand the emotional and relational mechanisms at play in conflicts.

Identify your own reactions to disagreement and their impact on the relationship.

Dare to speak up with clarity and respect using Nonviolent Communication and the DESC method.

Build reflexes of cooperation to prevent, regulate and resolve tensions.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR UNDERSTANDING OF CONFLICT

Understand – Decode – Position yourself

- Representations of conflict: avoidance, confrontation, compromise, cooperation.
- Emotional mechanisms involved (fear, anger, frustration...) and underlying needs.
- Self-diagnosis of your conflict management styles.
- Power dynamics, territory, ego and recognition in professional relationships.

02 PULSE YOUR COMMUNICATION IN TENSE SITUATIONS

Speak without hurting

- Foundations of Nonviolent Communication: observation, feeling, need, request.
- The DESC method to structure clear and assertive messages.
- Set boundaries and address inappropriate behaviors without attacking the person.
- Practice active listening and paraphrasing in situations of disagreement.

03 PULSE YOUR CONFLICT RESOLUTION STRATEGIES

Co-create win-win outcomes

- Move from a “against” position to a “side-by-side” approach: finding a third way.
- Mediation posture: facilitating conflict between individuals or teams.
- Addressing latent vs open conflict.
- Build a post-conflict action plan: commitments, ways of working, follow-up feedback.

BENEFITS FOR PARTICIPANTS

- Greater ease in addressing sensitive topics without avoiding them.
- More composed, clear and respectful communication, even under tension.
- Conflicts better regulated and transformed into opportunities for adjustment and trust.
- More balanced teams, able to cooperate despite disagreements.

Pulse your Public Speaking

GAIN CLARITY, IMPACT AND EMOTIONAL PRESENCE IN ALL YOUR SPEAKING ENGAGEMENTS.

OBJECTIVES

Structure your messages so they are clear, memorable and aligned with your objectives.

Develop a strong and embodied speaking presence: voice, eye contact, posture, use of space.

Learn to manage stage fright and emotions, turning them into strengths rather than obstacles.



Format

1 day
In-person

PROGRAMME

01

PULSE YOUR MESSAGE

Clarify – Structure – Tell

- Clarify your objective, key message and audience expectations.
- Structure your speech: opening, narrative thread, conclusion.
- Select stories, examples and data that support your message.
- Work on clarity and pedagogy to make your message simple, fluid and impactful.

02

PULSE YOUR ORAL PRESENCE

Voice – Body – Emotions

- Voice work: rhythm, intonation, volume, breathing.
- Eye contact, posture, gestures: impactful body language that reinforces your message.
- Use of space: movement, positioning, grounding.
- Managing stage fright and stress: breathing, refocusing, emotional preparation.
- Filmed practice sessions and personalized feedback.

BENEFITS FOR PARTICIPANTS

- Increased confidence and self-esteem in all speaking situations.
- Clearer, more structured and memorable messages.
- A more grounded, calm and impactful speaking presence.

Pulse your Art of Feedback

DEVELOP A FEEDBACK CULTURE THAT IS THOUGHTFUL, PRECISE AND CONSTRUCTIVE TO STRENGTHEN TRUST, COOPERATION AND PERFORMANCE.

OBJECTIVES

Understand the role of feedback in building trust.

Develop a communication style that is both kind and impactful through empathy and emotional intelligence.

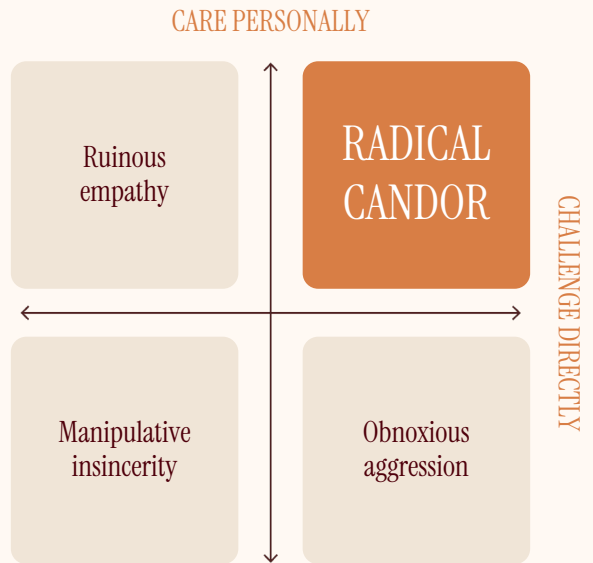
Learn to give and receive constructive and engaging feedback, even in sensitive situations.

Leverage group dynamics through exercises and role plays that create powerful awareness.



Format

1 day
In-person



PROGRAMME

01 PULSE YOUR UNDERSTANDING OF FEEDBACK

Meaning – Emotion – Intention

- Understand the key role of feedback and the emotional mechanisms it triggers.
- Introduction to Nonviolent Communication: expressing yourself with care and empathy.
- Explore personal barriers related to feedback.

02 PULSE THE WAY YOU GIVE FEEDBACK

Speak with accuracy

- Formulate clear and constructive messages.
- Deliver feedback that motivates and encourages dialogue.
- Use the Radical Candor approach to combine honesty and care.
- Develop emotional responsibility.

03 PULSE YOUR ABILITY TO RECEIVE FEEDBACK

Receive – Filter – Integrate

- Master active listening: balancing silence and paraphrasing.
- Focus on posture: clarifying without justifying yourself.
- Turn difficult feedback into a learning opportunity.
- Build a feedback culture within your team.

BENEFITS FOR PARTICIPANTS

- A more stable and aligned posture in sensitive conversations.
- Clearer and more thoughtful communication.
- Ability to give feedback that truly recognizes and values others.
- Balanced relationships built on cooperation.
- A team culture that continuously adapts and learns.

Pulse your Ability to Let go

MOVE FROM A NEED FOR CONTROL TO A MORE FLEXIBLE, CONFIDENT AND ALIGNED POSTURE.

OBJECTIVES

Identify the emotional and cognitive mechanisms that fuel the need for control.

Understand the links between tension, fear, perfectionism and inner rigidity.

Develop a more flexible relational posture: discernment, trust and balanced delegation.

Strengthen your ability to release pressure, embrace uncertainty and act with greater accuracy.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR AWARENESS OF CONTROL

Understand what lies behind the need to control

- Identify your control patterns and automatic behaviors.
- Understand the links between tension, fear and perfectionism.
- Recognize triggering situations and inner tension.
- Understand what control is trying to protect.

02 PULSE YOUR ABILITY TO DELEGATE AND LET GO

Create space without losing direction

- Clarify what can be delegated and set clear expectations.
- Build trust progressively and accept “done well” instead of “perfect”.
- Regulate pressure through breathing and refocusing techniques.
- Shift from impulsive reactions to intentional actions.

03 PULSE YOUR NEW DAILY POSTURE

Anchor letting go into action

- Develop deeper body awareness and release built-up tension.
- Implement simple and protective rituals.
- Set clear limits and confidently say “enough”.
- Build a more peaceful relationship with time, others and yourself.

BENEFITS FOR PARTICIPANTS

- Clear understanding of your control patterns and their emotional and relational impact.
- A more flexible, confident and aligned posture when facing pressure and uncertainty.
- Increased ability to delegate, share responsibility and build trust without lowering standards.
- Sustainable reduction of mental and emotional load, supporting more balanced and effective relationships.



Our training programs

02

*For
Leaders & Managers*

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Pulse your Manager Coach Posture

DEVELOP AUTONOMY, ACCOUNTABILITY AND ENGAGEMENT THROUGH THE GROW METHOD.

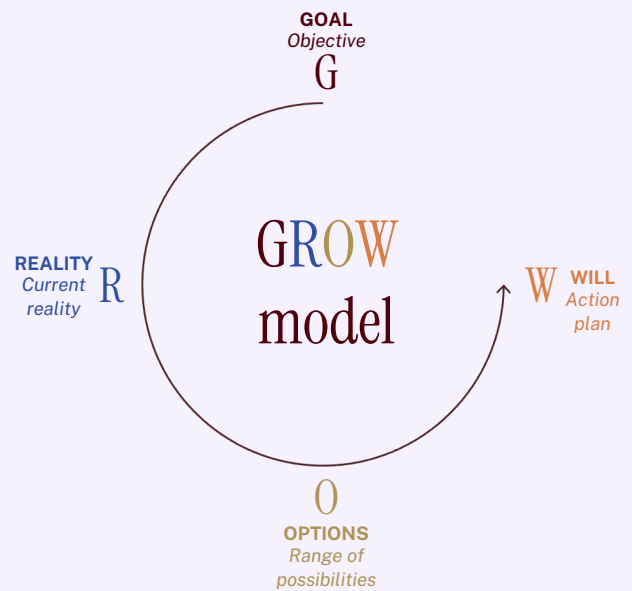
OBJECTIVES

Adopt a Manager Coach posture that empowers others.

Strengthen active listening, questioning and paraphrasing skills.

Structure your conversations using the GROW model.

Co-build concrete, actionable and engaging action plans.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR MANAGER-COACH POSTURE

Embody a developmental management style

- Role and limits of the manager-coach.
- Shared responsibility and talent autonomy.
- Managerial presence: head – heart – body.
- Framework and rituals for operational coaching.

02 PULSE YOUR COACHING SKILLS

Listen – Question – Reframe

- Empathic listening and reading non-verbal cues.
- Paraphrasing to clarify and build safety.
- Open questions, mirroring, exploring alternatives.
- Structuring a conversation: before / during / after.

03 PULSE YOUR COACHING WITH THE GROW METHOD

Guide your team effectively

- G – Goal: clarify the objective.
- R – Reality: explore the current situation.
- O – Options: generate possibilities and solutions.
- W – Will / Way forward: action plan and commitment.
- Practice in pairs and peer debriefs.

BENEFITS FOR PARTICIPANTS

- A more stable, supportive and aligned managerial posture.
- More structured and empowering conversations.
- More autonomous, engaged and proactive team members.
- Clear, actionable and results-driven action plans.

Pulse your Approach to change

TURN CHANGE INTO A DRIVER OF ENGAGEMENT, INNOVATION AND EMOTIONAL AGILITY.

OBJECTIVES

Understand the emotional mechanisms that support or hinder adaptation.

Develop your flexibility, emotional autonomy and creativity when facing uncertainty.

Mobilize your inner resources to overcome resistance and lead change with impact.

Build an agile, constructive and aligned posture in service of your company's transformations.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR EMOTIONAL AWARENESS IN TIMES OF CHANGE

Clarify – Welcome – Adjust

- Identify your emotional reactions and the messages they carry.
- Understand the link between emotions, needs and adaptive behaviors.
- Decode your beliefs and internal resistance.
- Align thoughts, emotions and actions to support your transition.

02 PULSE YOUR FLEXIBILITY AND EMOTIONAL INDEPENDENCE

Innovate – Choose – Take action

- Release stress through emotional awareness and expression.
- Develop autonomy and discernment in the face of external judgment.
- Set meaningful goals that drive action.
- Cultivate creativity, optimism and resilience when facing uncertainty.

03 PULSE YOUR HUMAN CONNECTIONS AT THE HEART OF CHANGE

Build trust, engagement and cooperation

- Communicate with empathy and clarity.
- Create a climate of trust in times of uncertainty.
- Align teams around a shared vision, language and meaning.
- Engage your team in sustainable and meaningful change.

BENEFITS FOR PARTICIPANTS

- A calmer and more agile posture when navigating change.
- Increased ability to mobilize creativity, optimism and discernment.
- Stronger, more trusting and collaborative relationships during transitions.
- Renewed engagement and long-term adaptability.

Become an Emotionally Intelligent Manager

TURN EMOTIONS INTO A LEVER FOR LEADERSHIP AND SUSTAINABLE PERFORMANCE.

OBJECTIVES

Comprendre votre fonctionnement émotionnel grâce au test EQ-i et identifier vos forces & axes de développement.

Strengthen your leadership skills: stress management, decision-making, motivation, conflict resolution and influence.

Develop more embodied, clearer communication that is better aligned with human needs.

Build a healthy emotional culture: psychological safety, engagement and cooperation.



Format

STEP 1
10-minute online EQ-i test
+ 1-hour individual remote coaching session

STEP 2
1 day of in-person training

PROGRAMME

STEP 1 : Pulse your Emotional quotient

01 PULSE YOUR EMOTIONAL QUOTIENT

Managerial awareness & development levers

- Individual analysis of your emotional functioning.
- Identification of your emotional strengths and areas for growth.
- Understanding the impact of your emotional habits on your communication, stress and decision-making.
- Definition of your managerial development priorities.

STEP 2 : Pulse your Emotional Leadership

02 PULSE YOUR MANAGERIAL UNIQUENESS

Authenticity – Clarity – Alignment

- Clarify your needs, values and limits and their impact on your leadership.
- Develop more authentic and embodied communication.
- Better understand and regulate your emotions and those of your team.
- Adjust your behaviors to inspire, reassure and give meaning.

03 PULSE YOUR ABILITY TO ENGAGE & MOTIVATE

Relationship – Influence – Cooperation

- Encourage, motivate and recognize authentically.
- Set a clear and secure managerial framework.
- Support change: resistance, needs and emotions.
- Strengthen engagement through trust, consistency and connection.

04 PULSE YOUR TEAM EFFECTIVENESS

Relational insight – Decisions – Collective performance

- Develop an adapted and non-violent relational communication.
- Understand your team's emotional needs to guide them more effectively.
- Resolve tensions in a constructive way.
- Implement collective rituals that foster psychological safety, cooperation and performance.

BENEFITS FOR PARTICIPANTS

- Understanding of your emotional functioning and its impact on your team.
- A more stable, clear and inspiring managerial posture.
- Aligned, authentic and effective communication.
- Strengthened ability to manage stress, tensions and difficult conversations.
- A healthier, more human and more effective managerial culture.

Pulse your Resonant leadership

EMBODY AN INSPIRING LEADERSHIP THAT BUILDS TRUST AND SPARKS THE DESIRE TO GROW.

OBJECTIVES

Understand your emotional impact on others.

Develop a leadership grounded in presence, consistency and emotional resonance.

Strengthen your positive influence through authentic and inspiring communication.

Unite your teams around a meaningful and energizing vision.



Format

1 day
In-person

PROGRAMME

01 PULSE YOUR LEADER AWARENESS

Alignment – Clarity – Inner strength

- Identify your values, limits, strengths and areas of emotional impact.
- Understand and manage your emotional influence on others.
- Strengthen your inner stability to embody a reassuring leadership.
- Develop your emotional intelligence to lead with accuracy.

02 PULSE YOUR RELATIONAL SKILLS WITH AUTHENTICITY

Connection – Humanity – Lasting trust

- Practice empathic and engaging listening.
- Work on sincerity: speaking truthfully without hurting.
- Value differences and encourage collective dynamics.
- Inspire through authenticity and emotionally engaging communication.

03 PULSE YOUR ABILITY TO INFLUENCE POSITIVELY

Vision – Engagement – Transformation

- Carry a vision that inspires motivation and alignment.
- Lead change with clarity and emotional stability.
- Build strong relationships based on respect and trust.
- Create an environment that fosters boldness, cooperation and performance.

BENEFITS FOR PARTICIPANTS

- More inspiring, grounded and impactful leadership.
- Positive emotional influence that drives engagement and performance.
- Strengthened ability to create connection, trust and cooperation.
- An embodied vision that guides teams with clarity and energy.

Our training programs

03

Retail & Client experience

Training programs for Retail teams

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Pulse your Sales:
from a functional experience to an emotional experience 22

Pulse your Teams:
maximize the impact and efficiency of your points of sale 23

Pulse your KPIs

STRUCTURE YOUR POINT OF SALE TO GAIN IN CLARITY, MOTIVATION AND PERFORMANCE.

OBJECTIVES

Set up a clear, structured and motivating organization for your teams.

Optimize retail rituals to support collective efficiency and client experience.

Develop simple, useful and engaging KPIs to manage your activity.

Give each associate a clear vision of their priorities and their impact.



Format

1 day
in-person

PROGRAMME

01 PULSE YOUR RETAIL FUNDAMENTALS

Structure – Organize – Streamline

- Daily briefing and structure of the day.
- Merchandising checklist & stock reporting.
- Individual action plans and client traffic analysis.
- Weekly planning optimization & on-the-floor management.

02 PULSE YOUR KPI READING

Read – Analyze – Prioritize

- Clarify key performance indicators of the point of sale.
- Understand the link between KPIs, client experience and sales.
- Data analysis: average basket, conversion rate, sales per m², stock turnover, sales per employee...
- Identify performance priorities by store and by team.

03 PULSE YOUR PERFORMANCE MANAGEMENT

Decide – Monitor – Engage

- Turn KPIs into concrete decisions and action plans.
- Implement follow-up rituals: team meetings, dashboards, field feedback.
- Track results and adjust continuously.
- Engage teams around clear and motivating objectives.

BENEFITS FOR PARTICIPANTS

- A clear, structured and empowering organization for the entire team.
- Collective upskilling through shared understanding of KPIs.
- Better anticipation of point-of-sale needs.
- More agile management aligned with business and brand objectives.
- Improved sales performance.

Pulse your Sales

FROM A FUNCTIONAL EXPERIENCE TO AN EMOTIONAL EXPERIENCE: TURN YOUR TEAMS INTO CREATORS OF EMOTION AND CONNECTION.

OBJECTIVES

Understand the emotional mechanisms that influence purchasing decisions.

Transform a “correct” sale into a memorable experience.

Strengthen teams’ posture, presence and relational impact.

Develop impactful verbal and non-verbal communication.



Format

1 day
in-person

PROGRAMME

01 PULSE YOUR UNDERSTANDING OF THE CLIENT JOURNEY

Observe – Feel – Decode

- Clients’ conscious and unconscious expectations.
- What creates differentiation, connection or rejection.
- Brand promise: how to embody it in-store.
- Analysis of behaviors and purchase motivations.

02 PULSE THE EMOTIONAL SALES EXPERIENCE

Create – Surprise – Leave a mark

- Activate your emotional strengths through the EQ-i assessment.
- Explore emotional skills useful in sales.
- Develop a more engaging and dynamic presence.
- Create a sensory and storytelling-driven experience.
- Adapt your posture to each client.

03 PULSE YOUR SERVICE POSTURE

Embody – Personalize – Build loyalty

- Master non-verbal communication: eye contact, gestures, micro-expressions, proximity, voice.
- Refine verbal communication: intention, powerful questioning.
- Develop active listening. • Manage disagreements with empathy.
- Build trust to encourage client loyalty.
- Close the sale smoothly and confidently.

BENEFITS FOR PARTICIPANTS

- Teams able to create a distinctive emotional experience.
- More authentic, engaging and memorable service.
- A more adapted posture for a wide variety of clients and situations.
- Natural increase in sales performance, without pressure or force.

Pulse your Teams

MAXIMIZE THE IMPACT AND EFFICIENCY OF YOUR RETAIL TEAMS.

OBJECTIVES

Identify the emotional and managerial levers that drive retail performance.

Understand your team’s emotional profiles through the EQ-i assessment (optional).

Develop a balanced managerial posture: clear, engaging and motivating.

Unite, guide and mobilize your teams around vision, objectives and client experience.

Strengthen autonomy, motivation and team cohesion on a daily basis.



Format

1 day
in-person

PROGRAMME

01 PULSE YOUR UNDERSTANDING OF YOUR SALES FORCE

Observe – Analyze – Adjust

- Identify your team’s emotional profiles through the EQ-i assessment (optional).
- Understand the needs that influence motivation, pace, decision-making and client relationships.
- Adapt your management style to each individual.
- Allocate roles and strengths to increase impact and efficiency.
- Build a balanced climate of trust.

02 PULSE YOUR DAILY MANAGEMENT

Motivate – Guide – Unite

- Act on true motivation drivers: recognition, autonomy, meaning and connection.
- Prevent and manage drops in performance or morale.
- Develop empathetic management and handle team tensions with emotional intelligence.
- Align the team around a shared objective: prioritization, clear communication, structure.

03 PULSE YOUR RELATIONAL LEADERSHIP

Inspire – Engage – Grow

- Strengthen the impact of your verbal and non-verbal communication.
- Encourage initiative and autonomy.
- Support your team members in both emotional and operational challenges.
- Create a team dynamic where everyone feels valued and contributes to collective performance.
- Build a sustainable culture of trust that fosters both team and client loyalty.

BENEFITS FOR PARTICIPANTS

- More engaged, autonomous and confident teams.
- A more balanced, human and effective management style.
- Increased productivity through a well-managed emotional climate.
- Stronger team cohesion around shared objectives.

Beyond the catalogue

BECAUSE YOUR MAISON DESERVES EXPERIENCES DESIGNED JUST FOR YOU.

Every Maison has its own language, rituals and emotions.

Our bespoke creations extend your DNA and give life to unique training experiences, designed to embody your values, engage your teams and inspire your clients over time.

Each creation is the result of close collaboration with your teams to craft experiences that are consistent, refined and memorable.

A few examples...

Sales ceremony

Create a signature moment that is memorable and emotional.

We design ceremonies that resonate with both your teams and your clients:

Tailor-made welcome and client journey rituals.

Sensory experiences connected to the Maison's history and heritage.

Gestures, language and distinctive attentions to elevate service quality and desirability.

Product trainings

Bring your product to life, beyond its features.

Our bespoke modules combine storytelling, emotion and excellence:

Sensory storytelling rooted in your universe.

Emotional selling techniques.

Training scripts written by Pulse in the exact tone of your Maison.

Tailored retail support

Combine technique, emotion and elegance in your points of sale.

We design in-store experiences tailored to your challenges:

Premium client journeys & relational excellence.

Retail coaching (individual or team-based) focused on posture, impact and emotional performance.

Client experience audits & operational recommendations.

Looking for a creation that reflects your brand?

We would be delighted to design your next bespoke experience.

LET'S CONNECT

✉ contact@pulse-intelligence.com

They trust us



Olivier MATTER
Global Retail Training
Manager

Chloé



I had the opportunity and great pleasure to collaborate with the PULSE team on the creation of training tools for a new Client Experience as well as a brand-new Leadership program. Their expertise in Emotional Intelligence and Retail made PULSE the ideal partner, thanks to their attentive listening, availability, insightful advice and the outstanding quality of the tools they delivered."



Mélanie LESKA
HR Learning Manager



In a world undergoing constant transformation, it is essential to equip teams with sustainable skills such as Emotional Intelligence. PULSE training stands out through its structured content, strong adaptability to different profiles, and trainers with refreshing energy. A true development lever, both individually and collectively."



Ludivine MARTIN
Travel Retail Excellence
Manager

SHISEIDO



We had the opportunity to work with the PULSE team during our international seminar. The experience was extremely enriching, both professionally and personally. The energy and content of the training had a real impact on our teams' motivation."



Cannelle SORDOILLET
Former Fragrances
International Training
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I called on PULSE for our fragrance sales ceremony. What I value most is their added value driven by experience and expertise, their commitment and their proactive approach. They position themselves as true partners and deliver bespoke solutions with a shared ambition to achieve our objectives. This is an agency that truly stands out."

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