

THE FRAGRANCE FOUNDATION

The Fragrance Academy

A state of the art resource on the art, science and selling of fragrance.

The course is designed with input from top retail, manufacturing and sales training experts to provide participants with a clear and comprehensive understanding of the fundamental skills that are instrumental in setting and maintaining the high standard of professional performance and service excellence in the fragrance industry.

Course Topics

- Perfumery and Structure
- Fragrance Selection Using Classification and Storytelling
- The Consumer and the Marketplace
- Fragrance Sales Strategies and Techniques

FAQ'S

Sign Up: www.fragrance.org/fragrance-academy

Cost: \$175/student

Time to Complete: 2-3 hours

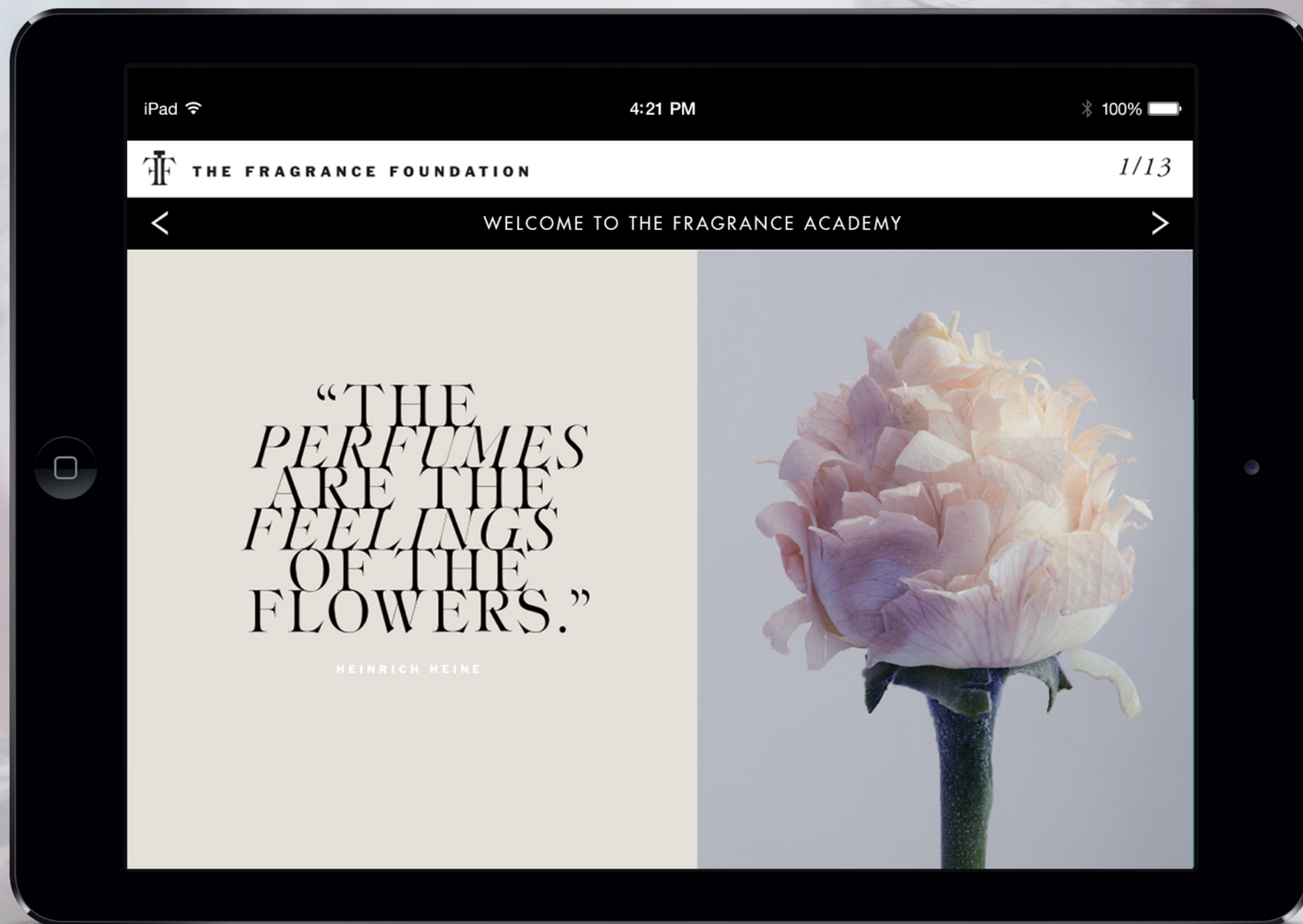
Final Exam: Allow at least 1 hour to complete in 1 sitting; score 70% or higher to pass

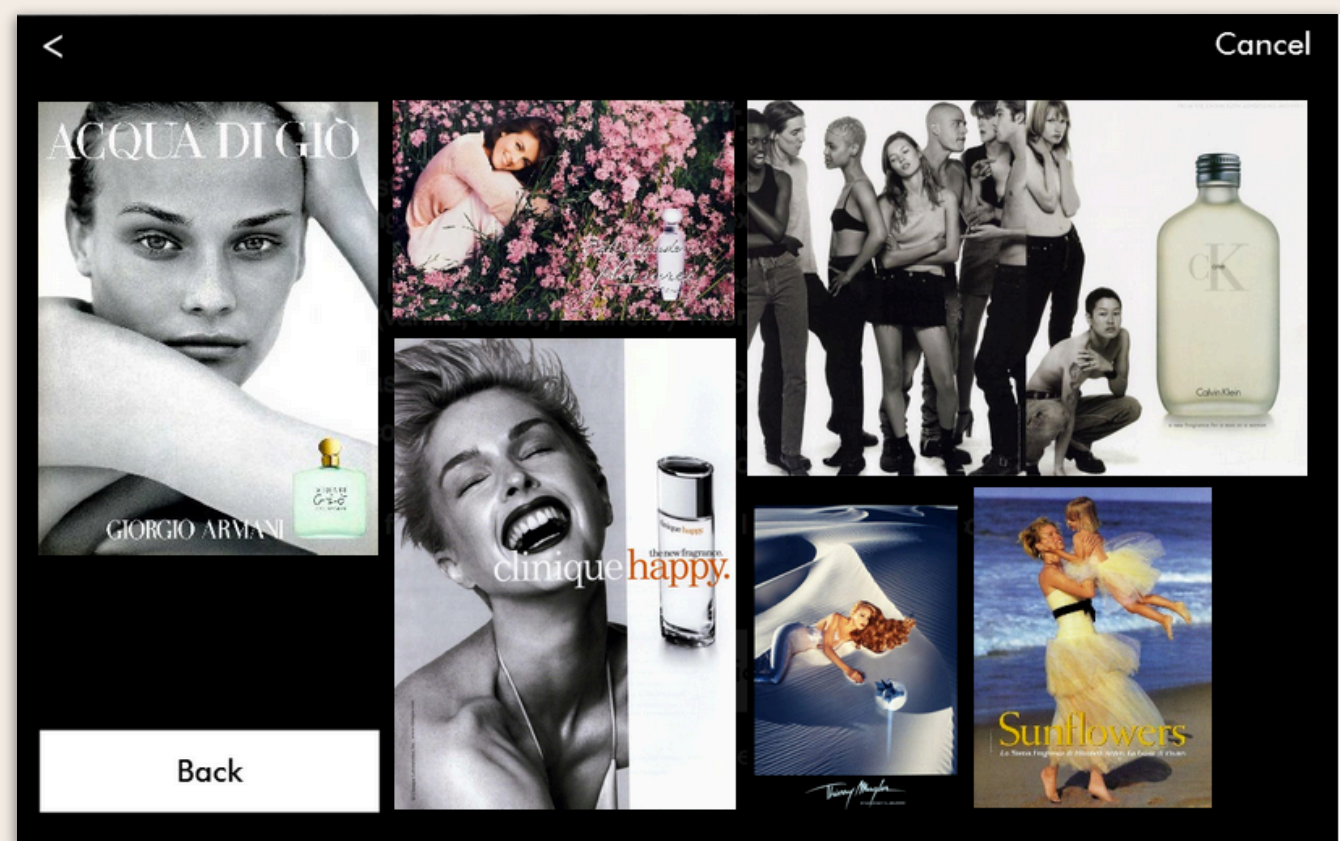
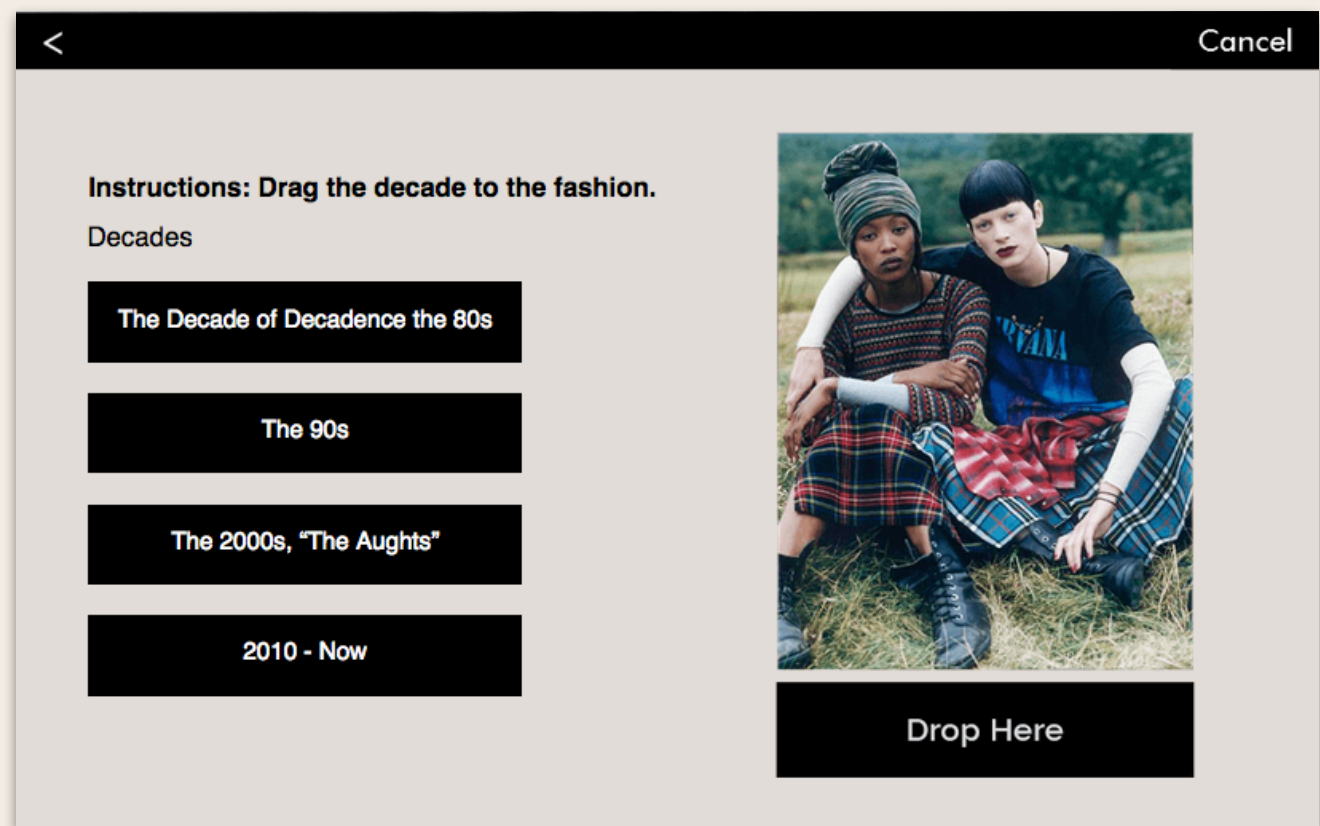
Certification: Download a personalized certificate and receive a pin



Lesson 1: Perfumery and Structure

- History of fragrance
- The development of fragrance in the 20th Century
- The role of perfumers in developing fragrance
- Top, middle and base notes
- Common fragrance notes and their place in the structure of fragrance







The History of Fragrance: An Interactive Experience







Lifetime Achievement, Perfumer award winners share their inspirations and biggest fragrance hits.

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Award-winning Perfumers

[>](#)

We've curated an elite group of Fragrance Foundation Lifetime Achievement award-winning perfumers who invite you to learn about their creations and their inspiration. Their fragrances stand the test of time and take their place among the icons. Click on each person to find out what award-winning fragrances they designed.



Alberto Morillas

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A prolific perfumer with almost 300 fragrances to his name, each known for its strong signature.

CK One, Pleasures and Acqua di Gio helped him earn the Fragrance Foundation's first Lifetime Achievement, Perfumer Award in 2013.

The Structure of Fragrance

Instructions: Drag the ingredients to the proper section of the fragrance triangle.

Ingredients



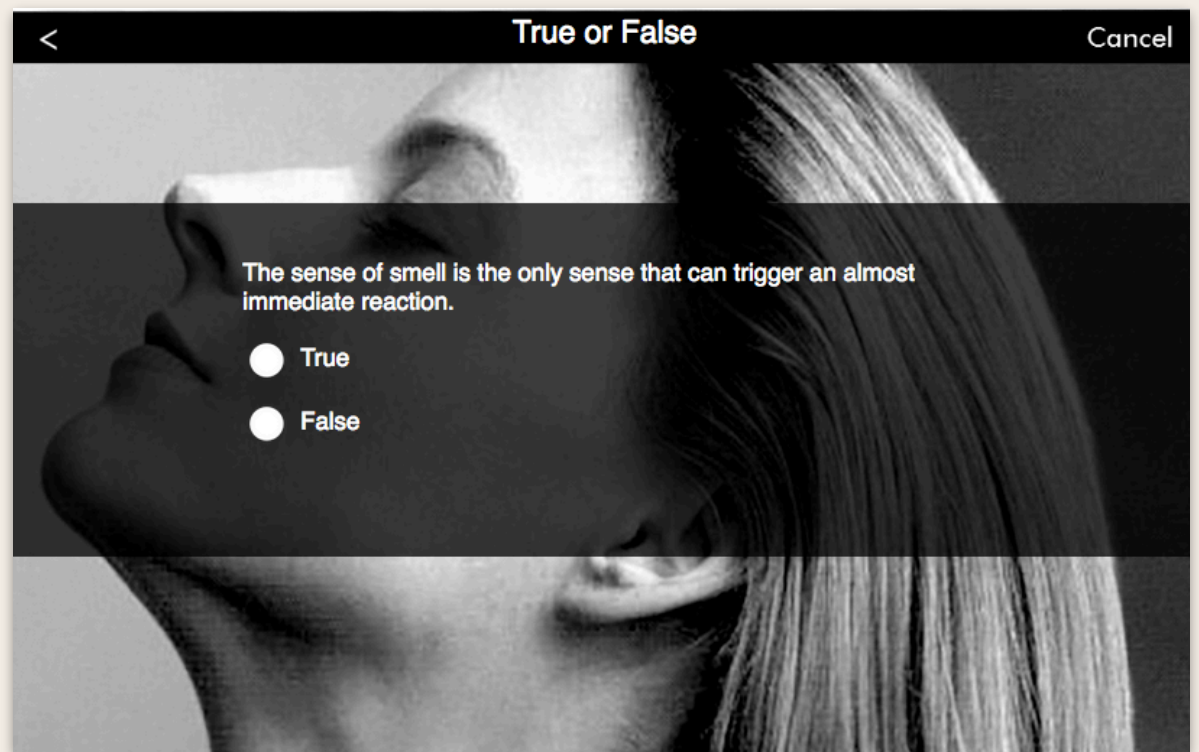
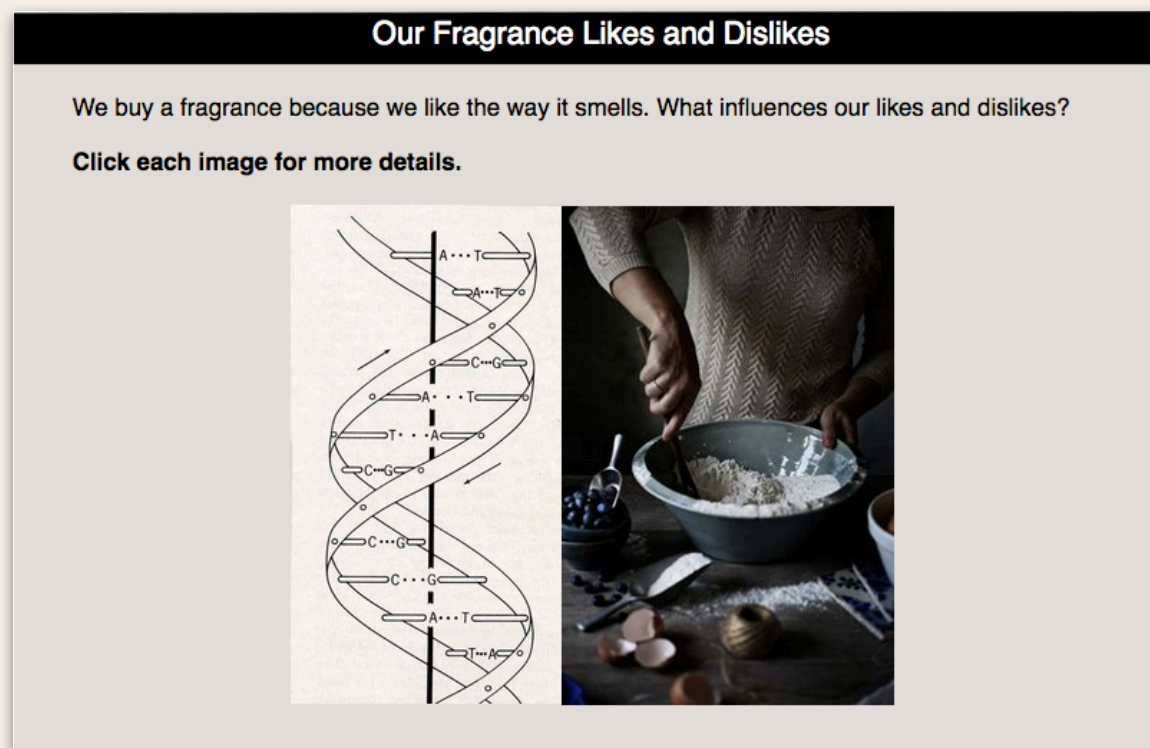


Lesson 2: Choose Your Fragrance Storytelling vs. Classification

- Understand how fragrance likes and dislikes are formed
- The traditional approach to fragrance selection based on classifications and common families
- The modern approach to fragrance selection based on storytelling
- Methods on how to develop stories around fragrance

Storytelling vs. Classification

The storytelling method allows the sales specialist to form a deeper understanding of what fragrances would be best suited to a consumer.



The Traditional Approach— Using classifications in fragrance selection

The Traditional Approach Continued

Classifications were developed in the early 1900s as a way to group fragrances with similar olfactive signatures. As the industry grew and new notes were created, these classifications expanded. Today, many people start their fragrance journey based on the category of scents that they prefer.

Click on the images below for a description and an example of an iconic fragrance in this classification.

Citrus

Aromatic

Floral

Fruity

Woody

Oriental

Chypre

Aldehydic

Green

Vanilla

Musky

Spicy

Gourmand

A green checkmark indicates that you have viewed this classification. Get all 13 to complete the set.

FLORAL: LUMINOUS | PETALLY | POWDERY | DELICATE

The Floral family is the pillar of feminine perfumery. It features a broad spectrum of floral notes, from single-note to floral bouquets, from traditional flowers to the most exotic. The addition of various facets (green, aldehydic, fruity, spicy, ...) to traditional floral accords personalizes the floral fragrances.



The Modern Approach—

The Modern Approach engages students to uses storytelling to select fragrances, giving them the tools to help customers relate their fragrance preferences through emotional, visual language and helping them make better selections at retail.

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Ask Questions

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Here's an example.

Megan wants a new fragrance but needs help narrowing down the selection. Below are the questions we asked and how she answered. Click each button to learn more.

What mood or image do you want to project today?

✓

Think of a time when you felt this way.

Imagine the place where you are.

Examine the fragrance clues.

Tell the story of your fragrance.

Happy/Joyful/Playful/Sporty

Casual/Relaxed/Good-Natured

Chic/Polished/Sophisticated/Elegant

Sultry/Addictive/Intense/Irresistible

CLOSE

Outdoors, fresh cut grass, near water, bright, sunny day, fresh, natural. The feeling was happy.

CLOSE



Lesson 3: The Consumers & The Marketplace

- Current trends in fragrance
- The five major outlets for fragrance shopping and the advantages of each
- The different forms of personal fragrance and the strength of each
- Layering fragrance forms to achieve long-lasting effects and create bespoke scents

We discuss today's fragrance trends and how to help your customer navigate the sea of offerings.

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Fragrance Trends Today

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Did the trend you selected match your expectation? Learn about the others by clicking on those images. What you discover may entice you to search for a new signature in unexpected places.

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Artisan Perfume House Fragrances



Learn More

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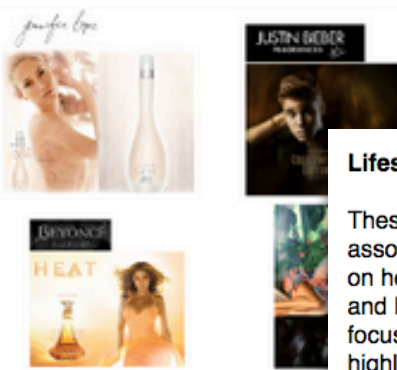
Lifestyle Fragrances



Learn More

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Celebrity Fragrances



Learn More

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Designer Fragrances



Lifestyle Fragrances

CLOSE

These brands depict a lifestyle or situation that is aspirational to many people. They capture feelings associated with moments. From the classic femininity and beauty of a woman in a flowing white gown on her wedding day to the sophisticated chic of a socialite, traveling in the high social circles of Paris and New York. Lifestyle fragrances represent a wide range of inspirational feelings....from inner focused feelings of tranquility to extravagant lifestyles to enduring romances. These fragrances highlight notes that are familiar and easy to wear, often featuring flowery notes.



Expanding Consumers' Fragrance Wardrobe

For the fragrance sales specialist, understanding the variety of fragrance forms and uses, products and emerging trends, allows you to expand customers' fragrance wardrobes, introduce new ideas and become a trusted consultant, driving sales and loyalty.

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The Strength of Fragrance

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No matter where you shop, you'll find different concentrations of fragrance, varying by brand. Each allows you to express yourself according to your mood.

Perfume Oil

A rare, yet growing trend in the Artisanal Houses, perfume oil offers the richest variety of fragrance and can be the most costly as there is no alcohol in the formula. Apply on pulse points where heat from the body diffuses the scent. The form fuses with skin. It can be used alone or applied on top of an Eau De Parfum/Eau De Toilette to personalize a fragrance.




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Layering Fragrances for Longer Wear


In this experiment, you'll discover the difference between spraying your fragrance and layering it in different forms. You'll need:



The fragrance

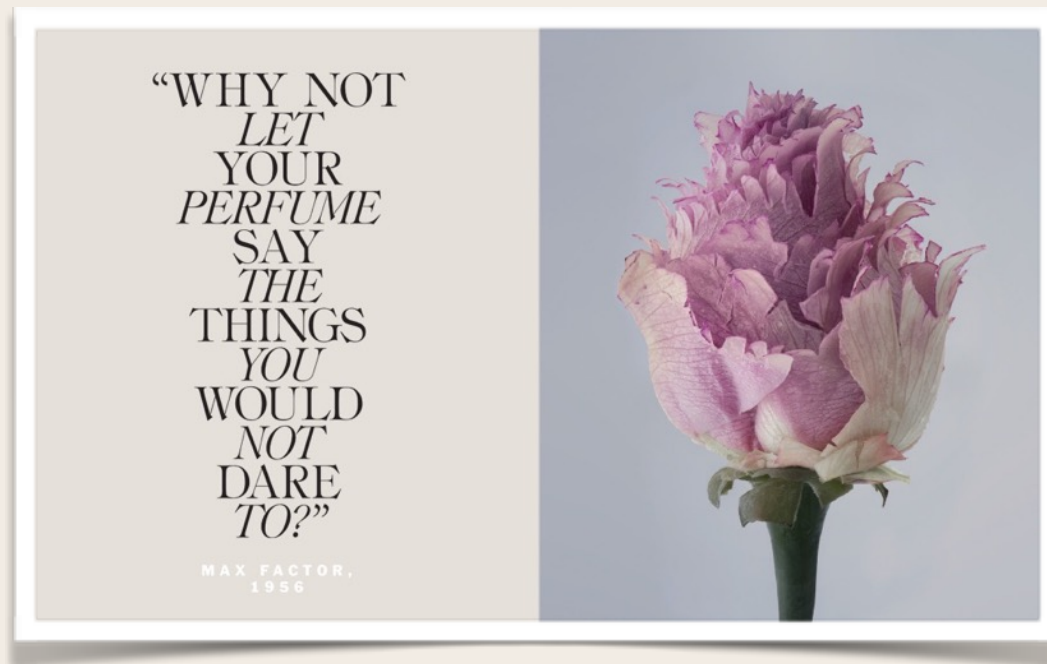


A shower gel or soap



A cream or lotion

NEXT >



Lesson 4: The Fragrance Professional

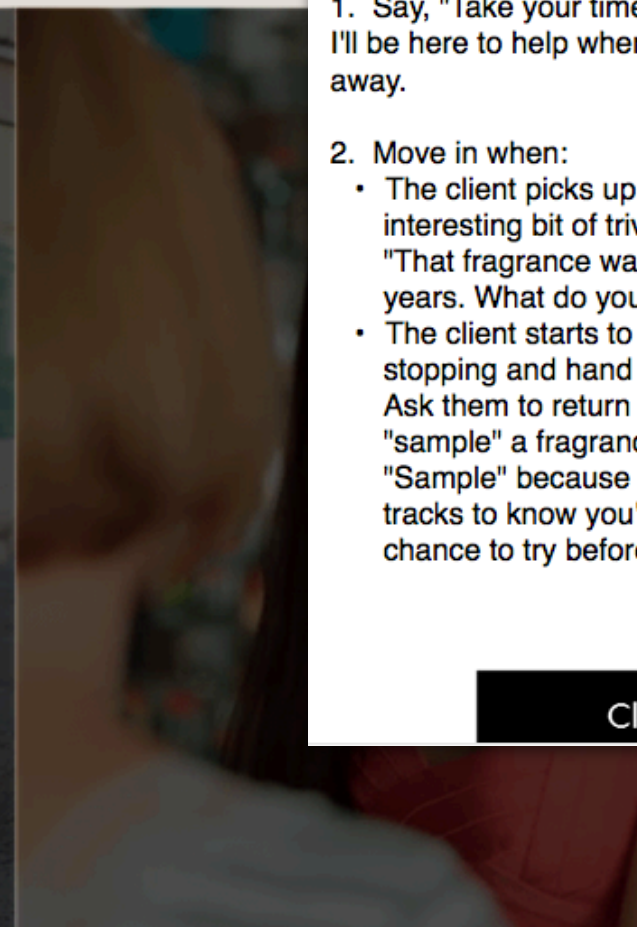
- Positive communication
- Engaging different types of consumers
- Presenting and demonstrating fragrances
- Link sell fragrance products and ancillaries
- The three main ways to close a sale: direct close, assumptive close, choice close
- Answer customer concerns and questions using the “felt found” and “share a little more” methods
- Best practices for building and maintaining customer loyalty

The Fragrance Consumer

Learn about different types of consumers and how to approach them.

Ready To Connect

Click on a customer to learn more.



Engage the Browser

After your greeting, the client said they were just looking. Make browsing enjoyable for your shopper by letting them just look.

1. Say, "Take your time, I'm (give name) and I'll be here to help when you're ready." Move away.
2. Move in when:
 - The client picks up an item. Give an interesting bit of trivia, and ask a question: "That fragrance was in development for 5 years. What do you think about it?"
 - The client starts to leave. Thank them for stopping and hand them a business card. Ask them to return if they would like to "sample" a fragrance. Use the word "Sample" because it may stop them in their tracks to know you're willing to give them a chance to try before they buy.

Close

A Step-by-Step Process

< Finding the Customer's Story (Needs) >

< Offer the Selection >

< Demonstrate the Fragrance >


< Ask for the Sale >

< Building Loyalty >

Did you know...?


- Research shows it's about 6 to 7 times more costly to gain new customers than to keep existing ones.
- A survey by the American Society for Quality showed that 68% of customers were turned off because of an attitude of indifference from the service provider.

Customers should feel the same level of respect and importance at the end of the sale as in the beginning...no matter how large or small the purchase is. **Click on the three aspects of building loyalty to understand the key factors in successfully building loyalty.**




Sampling

LEARN MORE



Reach Out & Find Out

LEARN MORE



Thank You & Invitation to Return

LEARN MORE



Congratulations

Congratulations on completing the Fragrance Academy courses for Level 1. We trust you've learned tips and techniques to move your business forward and been reminded of things you're already doing daily to give the best fragrance experience.

In order to be certified, and receive the Fragrance Foundation Pin, you'll need to complete the comprehensive test that covers all four Level 1 lessons.



CONGRATULATIONS.

You have completed this chapter. Click the 'Final Exam' button at the top right to proceed to the exam.
Share your accomplishment:



Certification

Upon successful completion of the course and receiving a score of 70% or higher on the Final Exam, students will receive a certificate and a pin.

The personalized certificate may be downloaded directly from the course website. The pin will be mailed by The Fragrance Foundation.



Thank You

