

SOFTWARE AND TECHNOLOGY

## Conversation Couture's Olivia Steele: Luxury Woman to Watch 2023

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Olivia Steele

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Olivia Steele  
Cofounder and president/CEO

**Conversation Couture**

Austin, TX

*"The reason why companies choose Conversation Couture is because they understand we are part of the future of luxury, where technology is one piece and education and upskilling their sales team is the other missing piece of the puzzle"*

What do you most like about your job?

For me, it is about the results the empowerment for the sales specialist that directly affects the sales for the business.

We are empowering the sales specialist to upskill in virtual retail sales.

It is something that has never existed before, and it is giving them the confidence individually where it is so impactful for the businesses. So it is two-fold.

You have the empowerment of your sales specialist knowing how to sell in a one-to-one virtual setting, driving sales in a virtual environment and taking advantage of this new opportunity that directly impacts the business in a positive way. They can see upwards of 30 percent sales increase month-over-month just by upscaling their sales individuals.

If the sales specialists feel confident in their ability to sell in a virtual environment through live streaming, chat box

or virtual in-store experiences or a virtual meeting it will empower them to want to use the technology that the company has already invested in.

So to me, it is truly a win-win. It is what I love about my job the most, seeing that in action and seeing how positively it affects businesses and individuals.

What is your work priority for 2023?

We are focused on getting as many sales specialists trained and certified as possible.

Luxury is a feeling and customers need virtual experiences that emulate the in-person experience, so they can gain trust in the virtual sales channel.

Our goal is to become the house of retail education, and that is no small adventure.

We are focused on building out our programs and bringing on partners to enhance the programs.

Also, we will continue working with technology companies and partnering with them to educate sales specialists on where the market is moving and provide the skills they need to be successful moving forward in the virtual sales channel. This includes:

Bringing on industry professionals to enhance the coursework and the certification programs.

Matching where technology is going, partnering with technology companies, and continuing to grow the education offerings.

Making sure that the retail sales specialists and companies have the necessary training and development to make sure that they stay relevant in this space of what the customer is demanding in regards to the interactions they're having with the sales specialist in a virtual environment.

My biggest priority is matching all of those things together.

For the retail sales specialist, there is an ample amount of programs in every other facet it seems, like data analytics and marketing. However, virtual retail sales is such a new and exciting piece of where the market is moving.

What is your proudest achievement in luxury?

My proudest achievement is definitely the fact that I found a gap in the marketplace and created a solution. When I was doing my own shopping online, I realized that the experience was so, so hard, and I knew it could be better.

Finding that gap, executing a solution and delivering that to retail sales specialists and businesses is something that I am going to be proud of forever.

How do you see luxury evolving in 2023?

The future of luxury is something that's part of my daily conversations. I think about it this way:

In-person interaction with customers is unlike no other. However, in my world, I interface with technology companies on a daily basis that are creating ways to facilitate human interaction as if it were in-person.

In 2023, we are going to see a really big shift in what the customer expectations are and the experience they're expecting to receive in a virtual setting. I believe it is going to be essential for the luxury sales specialist to be educated on how they can maximize the new virtual sales channel.

There is a lot of talk about the new-age shopper and Gen Z. Right now, the luxury market has a unique opportunity to set the industry standard, including how the interactions in a virtual sales environment will go for those customers: that one-to-one personalized, luxurious, memorable shopping experience.

The reason why companies choose Conversation Couture is because they understand we are part of the future of luxury, where technology is one piece and education and upskilling their sales team is the other missing piece of the puzzle.

It will be exciting to be part of the transformation.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)