

YCX LIVE SELLING PLAYBOOK

# Selling Luxury vs Mass Market on Live

Selling Luxury vs Mass Market on Live — operator-grade playbook from YCX on luxury vs mass live. Benchmarks, frameworks, templates and a 30-day plan you can r

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Category: Live Selling Sales Techniques

Keyword focus: luxury vs mass live

Reading time: 19 min · companion to blog post

Source article: [ycx.ai/blog/selling-luxury-vs-mass-market-on-live](https://ycx.ai/blog/selling-luxury-vs-mass-market-on-live)

## Inside this playbook

- Pre-stream preparation checklist
- On-air sales script with FAB + objection map
- Live trial-close cadence and power-language bank
- Post-stream debrief and 7-day improvement loop

# Pre-stream checklist

Run this in the 60 minutes before going live with luxury vs mass live.

## STUDIO & GEAR

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- & Camera framed at chest-up, 9:16 portrait, eyeline locked to lens
- & Three-point lighting balanced; check for shadows on product surface
- & Audio chain: lav or shotgun mic + interface; -12 dB peaks
- & Two failover internet links (primary fibre + 5G hotspot)
- & Stream key tested on platform of record; replay recording enabled

## PRODUCT & PRICING

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- & Top 3 SKUs staged in arm's reach with backup units
- & Anchor price + flash price + bundle price all written on cue card
- & Sample qty confirmed; inventory check vs forecast viewers
- & Discount code typed into chat-pin draft (not posted yet)

## HOST & SCRIPT

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- & Hook bank: 12 opening lines reviewed; top 3 starred
- & FAB sheet on hand for every SKU (feature !' advantage !' benefit)
- & Objection map: top 5 anticipated objections + scripted rebuttals
- & Voice warm-up done (5 min); water within reach; phone on DND

# On-air sales script

Applied specifically to luxury vs mass live. Adapt the language, keep the structure.

## 0:00 – 0:12 · HOOK (THE PRODUCT)

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- Pattern interrupt: motion + bold claim tied to luxury vs mass live.
- Promise the payoff: "In the next 8 minutes I'll show you exactly how..."
- Visible proof: hold the product, show the outcome, name the price ceiling.

## 0:12 – 2:00 · FAB WALKTHROUGH

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- Feature: name the spec without jargon.
- Advantage: contrast vs the next best alternative the viewer knows.
- Benefit: translate to the viewer's life in one sentence ("so you can...").

## 2:00 – 5:00 · TRIAL CLOSES EVERY 60–90S

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- "Type 'YES' if you want one." — count and react to the chat.
- "Hands up if size M, hands up if size L." — micro-commitments.
- "This is the price for the next 5 minutes only." — anchor + scarcity.

## 5:00 – 7:00 · OBJECTION MAP (TOP 5)

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- "Too expensive" !' reframe vs cost-per-use, then bundle.
- "I'll think about it" !' "Totally — here's what changes if you wait."
- "Will it fit/work for me?" !' on-camera demo + size/spec guide.
- "Shipping?" !' exact lead time + free-ship threshold.
- "Returns?" !' name the policy, then move on. Do not over-sell trust.

## 7:00 – 8:00 · ASSUMPTIVE CLOSE

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- "Tap the pinned link and pick your size — I'll wait."
- Show the cart on screen; call out 3 buyers by name.
- Next-SKU bridge: "If you grabbed the X, you'll want the Y next."

## Post-stream debrief

Run this within 24 hours. Reps without postmortems do not compound.

### NUMBERS TO CAPTURE

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- Peak concurrent viewers; average watch time; 12-second drop-off rate
- Conversion rate per SKU; AOV; bundle attach rate
- Per-minute GMV curve; identify the top 3 spikes and what triggered them
- Chat sentiment: % positive / questions / objections

### QUALITATIVE REVIEW

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- & Re-watch the opening 12 seconds — does the hook still land cold?
- & Tag the 3 strongest trial-close moments for the hook bank
- & Tag the 3 worst dead-air moments and write a replacement line
- & Note any unanticipated objection — add to the objection map

### 7-DAY IMPROVEMENT LOOP

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- Day 1: ship the debrief; update the hook bank and objection map
- Day 2–3: rehearse weakest moment with a coach or co-host
- Day 4: run a 30-min targeted re-test on the weak SKU
- Day 7: review against last week's numbers; ship one structural change

#### Next steps

Read the full article at [ycx.ai/blog/selling-luxury-vs-mass-market-on-live](https://ycx.ai/blog/selling-luxury-vs-mass-market-on-live).  
Apply as a host at [ycx.ai/apply](https://ycx.ai/apply) or book an MCN demo at [ycx.ai/mcn](https://ycx.ai/mcn).















