

WATCH COMPONENTS



SKILL PRACTICE

1. Select one of your favorite watches from a watch case and point out all of its different components.
2. Your guest is looking at watches. Demonstrate how you would reference the different watch components as you present a watch to your guest.
















WATCH FUNCTIONALITY

Many of our watches offer more functionality than simply telling time. The icons below explain each function and how they fit into your guest's lifestyle:

FUNCTION	DESCRIPTION
Ani-digi	Shows the time and other information with hands (analog display) and numbers (digital display).
Battery Life	Battery life begins at the point when the factory initially installs the battery in the watch— battery life typically lasts for 2-3 years.
Chronograph	A stopwatch that measures intervals of time. Most have two or three subdials, and can measure partial seconds, minutes and/or hours.
Multifunction	Movement that measures day, date and 24-hour time.
Topping	A functional component that surrounds the crystal and dial. They can also be used on sport watches for additional measurement.

WATER RESISTANCE

- The level of protection a watch has from water damage.
- Water resistance is measured in ATMs, or atmospheres, and represents the amount of water a watch can withstand before leaking.
- Level of water resistance is usually noted on the watch's dial or case back.

WATER RESISTANT, 3 ATM	5 ATM	10 ATM	20 ATM
 WASHING HANDS	 WASHING HANDS	 WASHING HANDS	 WASHING HANDS
 SHOWERING, BATHING	 SHOWERING, BATHING	 SHOWERING, BATHING	 SHOWERING, BATHING
 SWIMMING, SNORKELING	 SWIMMING, SNORKELING	 SWIMMING, SNORKELING	 SWIMMING, SNORKELING
			 SCUBA DIVING

SKILL PRACTICE

1. Your guest is looking at watches. Demonstrate how you would highlight different functionalities as you present a watch to your guest.
2. Your guest has a very active lifestyle and is looking for a watch that she can wear while in and on the water. Help her find a watch with the necessary functionality and water resistance to suit her needs.



WATCH MATERIALS

Many different types of straps, bracelets and cases are used on watches today. While some types are more durable, others are more decorative. The materials help build the perfect watch to fit any guest's needs.



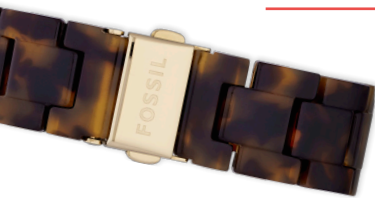
STAINLESS STEEL

- Durable and versatile
- Hypoallergenic
- Most of our watch cases are made of stainless steel
- Often plated to take on various textures and colors



CERAMIC

- An inorganic, non-metallic compound
- Can be customized into a variety of shapes, colors and finishes
- Considered a luxury material because of its weight and luster
- Hypoallergenic



ACETATE

- Made from a wide range of organic polymers
- Used mostly in sport styles and in lower-priced, mass-market watches
- Highly resistant to scratching, tarnishing and corrosion
- Hypoallergenic



FIELD STRAPS

- A popular option due to the casual, lightweight look and waterproof strap
- Our field straps are interchangeable



SILICONE

- Offers the comfort of leather plus extra durability
- Inexpensive and available in a variety of styles, colors and textures
- Not as durable as metal bracelets, but have a longer life span



LEATHER

- Versatile and comfortable
- Not as durable as metal bracelets

SKILL PRACTICE

1. A female guest is looking for a new watch for her boyfriend. She tells you he likes to play a lot of sports and can be pretty rough on his watches. Guide your guest to watch materials you think would best suit her boyfriend's needs. Don't forget to mention any personalization options she might have to make her watch selection even more versatile.
2. A female guest is looking for a watch. She wants a watch with a bracelet instead of a strap and mentions she wants something a little dressier. Continue the conversation to Understand your guest's needs and help her find the perfect watch.



WATCH MOVEMENTS

Watches are most commonly built with one of three different types of movements. Most of the time, these watch movements include a battery or two.

QUARTZ



QUARTZ MOVEMENT

The majority of watches sold today have quartz movements. Quartz movement is powered by a battery which works in conjunction with a quartz crystal.

Advantages:

- More affordable
- No winding necessary and accurate

Key thing to be aware of:

- Battery must be periodically replaced

MECHANICAL

We have two unique mechanical movements: automatic and hand-wound. With over 50 parts working in sync, these timepieces are intricate works of art.



AUTOMATIC MOVEMENT

Automatic watches wind by harnessing the energy produced by the wearer's movements. This means the wearer does not need to wind the watch every day or purchase a battery.

Advantages:

- Durability
- No battery needed and no need for winding

Key things to be aware of:

- If not worn, it will keep ticking for 46 hours
- May gain or lose a few minutes per month and may need to be adjusted periodically



HAND-WOUND MOVEMENT

Hand-Wound movement is completely mechanical and is powered by winding the crown clockwise.

Advantages:

- Durability
- No battery needed

Key thing to be aware of:

- The watch needs to be wound about once a day
- Important to not wind past point of resistance

TWIST



TWIST MOVEMENT

A combination of quartz battery and automatic movements. Only the second hand is powered by the automatic movement so the watch retains its accuracy even when not wound.

Advantages:

- Significantly extends the life of the battery
- The watch still keeps time even when not wound, so only the second hand will stop moving

Key thing to be aware of:

- Battery must be periodically replaced
- Inner workings are more delicate

SKILL PRACTICE

1. A female guest is looking for a new everyday watch. As part of explaining the features and benefits of various watches, how will you explain the movements of the watches you look at?
2. A male guest is looking for a watch. He likes the look of the mechanical watches but mentions he'd rather not have to wind a watch all the time. Demonstrate how you will continue to understand his needs, explain his options and highlight the features and benefits of mechanical watch movements to help him find the perfect one.

