


The purpose of this journal is to provide activities and give you a place to write down key learnings that will reinforce what you learned in the *Understanding Watches* module. Complete a section in this Learner's Journal every time you see the  icon in the module.

WATCH COMPONENTS

1. Briefly explain why you think it's important to use the appropriate watch component names when showing a watch to a guest.

WATCH FUNCTIONS

1. In two or three sentences, describe why it's important to consider watch functionality as you work to Understand your guests.

2. Briefly explain how you would highlight watch functionality to a guest as you Explain the features and benefits of a watch.

3. In two or three sentences, Explain the functionality of a chronograph watch as you would to a guest.



4. In a few words, describe each ATM level as you would to a guest:

- Water Resistant, 3 ATM _____
- 5 ATM _____
- 10 ATM _____
- 20 ATM _____

STOP Return to the module.

WATCH MATERIALS

1. In your own words, briefly explain why it's important to consider watch materials as you work to Understand your guests.

2. Describe how you would highlight watch materials to a guest as you Explain the features and benefits of a watch.

3. Briefly Explain the key features and benefits of a field strap as you would to a guest.

STOP Return to the module.

WATCH MOVEMENTS

1. In your own words, briefly explain why it's important to consider watch movements as you work to Understand your guests.

2. While Explaining the features and benefits of a watch to a guest, briefly highlight how you would describe watch movements.

3. When Explaining movements to a guest, briefly describe how you would highlight the uniqueness of a Swiss Made watch.

STOP Return to the module.

OUR DIFFERENCE

1. In two or three sentences, Explain our watch warranty as you would to a guest.

2. Highlight some of the benefits of offering our guests services like battery replacement and setting the time and date.

STOP Return to the module.