

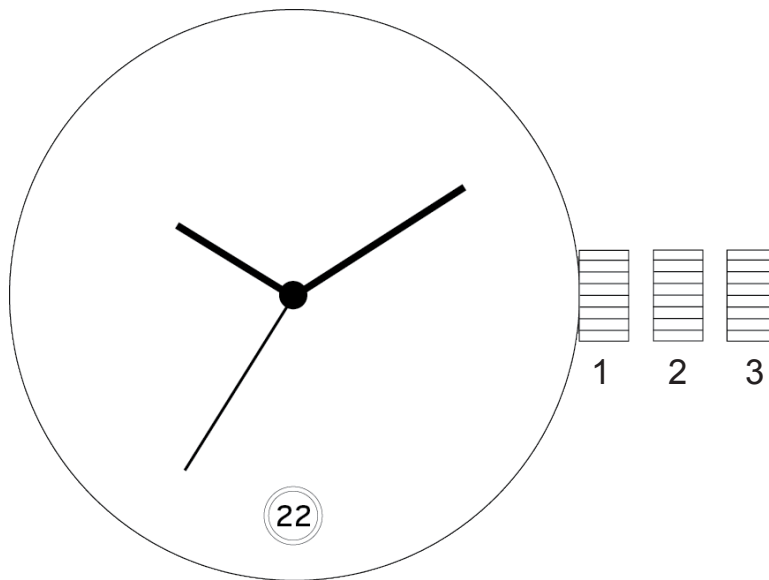
SETTING THE TIME: ANALOG THREE HANDS DATE

SETTING THE TIME

1. Pull crown out to position 3
2. Turn crown to set hour and minute hands (either clockwise or counter-clockwise depending on the model)
3. Return crown to position 1

SETTING THE DATE

1. Pull crown out to position 2
2. Turn crown to set date (either clockwise or counter-clockwise depending on the model)
3. Return crown to position 1



SKILL PRACTICE

1. Demonstrate how to set the time and date on an analog three hands date watch.
2. A female guest has decided on an analog three hands date watch for everyday use. Demonstrate how you will Engage your guest as you set the time and date on her new watch.



SETTING THE TIME: ANALOG THREE HANDS DAY/DATE

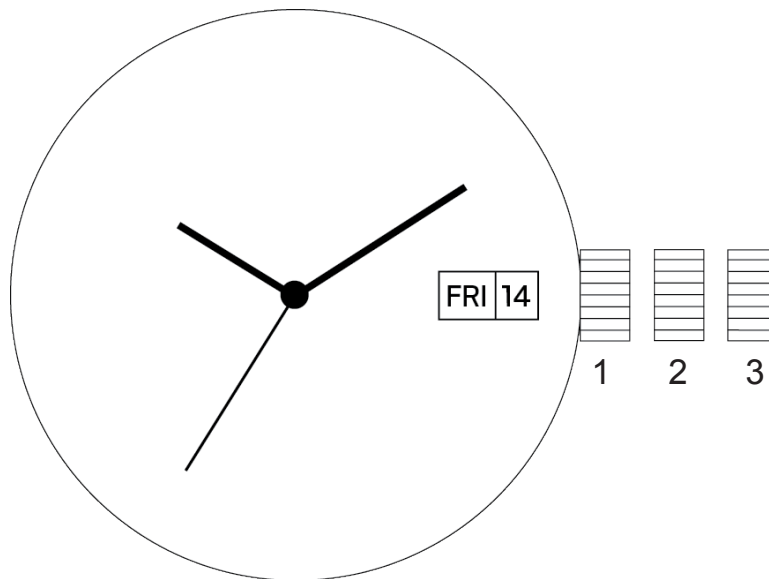
SETTING THE TIME

1. Pull crown out to position 3
2. Turn crown clockwise to set hour and minute hands
3. Return crown to position 1

SETTING THE DATE

1. Pull crown out to position 2
2. Turn crown clockwise to set date* (set to previous day)
3. Turn crown counter-clockwise to set weekday* (set to previous day)
4. Return crown to position 1

*In certain models, turning the crown clockwise will set day and turning the crown counter-clockwise will set date



SKILL

PRACTICE

1. Demonstrate how to set the time and date on an analog three hands day/date watch.
2. A male guest has decided on an automatic three hands day/date watch for everyday use. Demonstrate how you will Engage your guest as you set the time and date on his new watch.



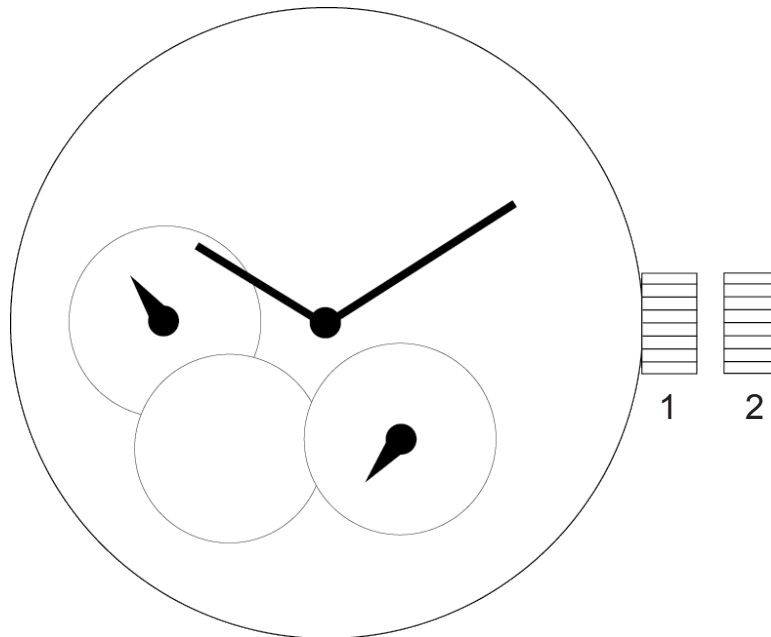
SETTING THE TIME: AUTOMATIC MOVEMENT

WINDING

If the watch has completely stopped, turn the crown clockwise approximately 40 times (or until you feel resistance) in position 1. When fully wound, the timepiece has a power reserve of approximately 40 hours. This movement obtains the power to wind itself by the movement of your wrist. There is no battery.

SETTING THE TIME

1. Pull crown out to position 2
2. Rotate clockwise or counter-clockwise to set time
3. Return crown to position 1



SKILL PRACTICE

1. Demonstrate how to wind and set the time on an automatic watch.
2. A male guest has decided on an automatic movement watch. Demonstrate how you will Engage your guest as you set the time on his new watch.

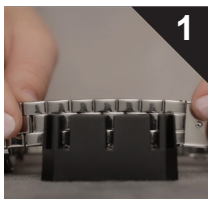


WATCH SIZING: HAIRPIN LINKS

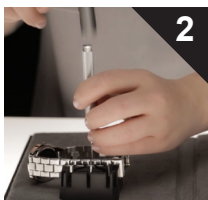


To remove pins from the band you'll need the **holder**, **punch tool** and **Hammer**.

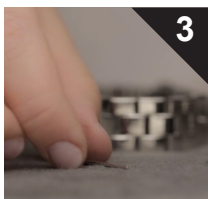
REMOVING LINKS



1 First, position the bracelet in the holder with arrows pointing downward

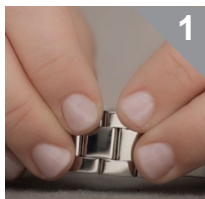


2 Insert the punch tool into the link and, with the metal end of the hammer, gently hammer until the hairpin exits the bracelet

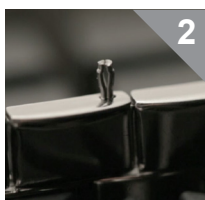


3 Separate the links and repeat the process on the next link to be removed

REASSEMBLING THE BRACELET

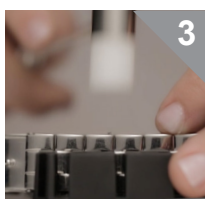


1 First, position both sides of the bracelet together with arrows point upward



2 Tightly hold links together and gently add the narrow end of the pin into the bracelet

NOTE: The v-shaped or wider end of the pin will be visible above the bracelet until hammered into place



3 Insert the bracelet into the holder, using the silicone end of the hammer, gently hammer the hairpin into position until it is flush with the bracelet

SKILL PRACTICE

1. Using a watch with hairpin links, demonstrate how to remove links and reassemble the bracelet.
2. Your guest needs the hairpin links in their watch to be sized. Determine how many links need to be removed from the watch to fit the guest's wrist comfortably. Properly set the time, size the watch and make adjustments if needed.



WATCH SIZING: MAXIMIZING SIZING



FIND the guest's comfort point on their wrist to get the correct sizing. **ASK** clarifying questions to see if they have any additional needs.

Example: "Ok, I'll take two links out of your watch for you. Did you know this watch has interchangeable straps?"



TRANSITION the guest to another associate by introducing them to the associate by name and let them know you will begin sizing their watch.

Example: "Lisa can show you a few strap options while I size your watch."



ENSURE the proper fit by having the guest try it on, then return the extra links and pins to the guest.

Follow up regarding the conversation they had with the specialist. Did they find anything else they wanted to try on or know more about?

SKILL PRACTICE

1. A guest comes in with two watches that need to be sized. Practice how you will engage them while they wait.
2. A team member introduces you to a guest who came in just to get their gift sized. Demonstrate how you can leverage this opportunity to introduce complementary products and services.
3. You're the watch-sizing expert helping a guest get his watch sized. Practice how you will engage him while he waits for his resizing.



SETTING THE TIME: MULTIFUNCTION MOVEMENT

SETTING THE TIME

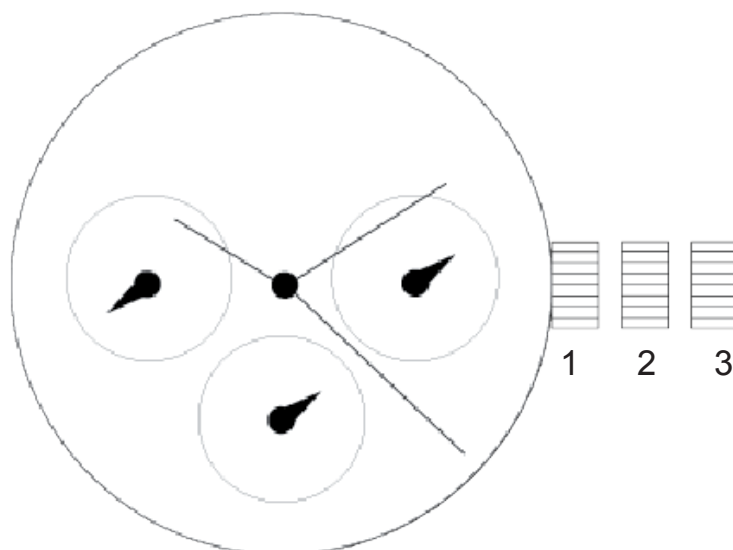
1. Pull crown out to position 3
2. Turn crown clockwise to set hour and minute hands
 - The hand showing days of the week will also move. Keep turning until desired day reached.
3. Return crown to position 1

SETTING THE DATE

1. Pull crown out to position 2
2. Turn clockwise to advance the date hand
3. Return crown to position 1

24-HOUR SUB-DIAL SETTING

The 24-hour hand moves correspondingly with the hour and minute hands.



SKILL PRACTICE

1. Demonstrate how to set the time and date on an a multifunction movement watch.
2. A male guest has decided on a multifunction movement watch for everyday use. Demonstrate how you will Engage your guest as you set the time and date on his new watch.

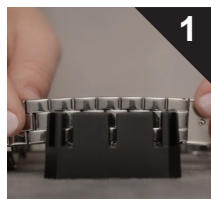


WATCH SIZING: PIN & TUBE LINKS

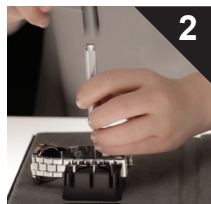


Pin & Tube links can be removed from either direction. To remove pins from the band you'll need: the **holder**, **punch tool** and **hammer**.

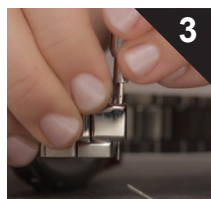
REMOVING LINKS



1 First, position the bracelet in the bracelet holder.

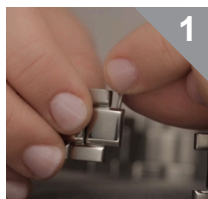


2 Insert the punch tool into the link and, with the metal end of the hammer, gently hammer until the pin exits the bracelet.

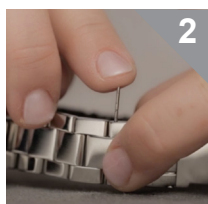


3 Separate the links and push the punch tool into the remaining links. Repeat the process on the next link to be removed.

REASSEMBLING THE BRACELET



1 First, re-insert the tube. Then position both sides of the bracelet together.



2 Tightly hold links together and add the pin into the bracelet.



3 Insert the bracelet into the holder, using the silicone end of the hammer, gently hammer the pin into position until it is flush with the bracelet.

SKILL PRACTICE

1. Using a watch with pin & tube links, demonstrate how to remove links and reassemble the bracelet.
2. Your guest needs the pin & tube links in their watch to be sized. Determine how many links need to be removed from the watch to fit the guest's wrist comfortably. Properly set the time, size the watch and make adjustments if needed.



WATCH SIZING: SCREW PIN LINKS



To remove pins from the band you'll need: the **block tool**, **flat-head screwdriver** and **tweezers**.

REMOVING LINKS



1 First, line up the head of the screw assembly with the blade on the block tool. Place the block base on a hard flat surface with the blade still in place with the screw.

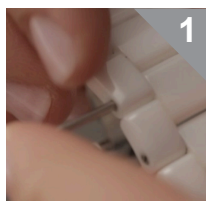


2 Using the screw driver, turn the screw counter clockwise to loosen the pin.

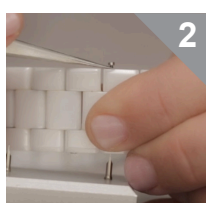


3 With the tweezers, remove the tube from the links. Repeat the process on the next link to be removed.

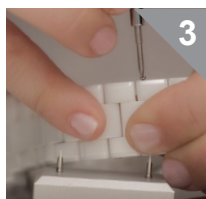
REASSEMBLING THE BRACELET



1 First, position both sides of the bracelet together and re-insert the screw tube.



2 Next, use the tweezers to place the screw into the link.



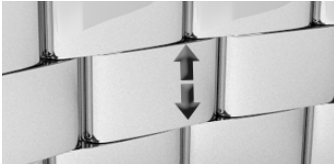
3 With the flat-head screwdriver, turn the screw clockwise until flush with the band.

SKILL PRACTICE

1. Using a watch with screw pin links, demonstrate how to remove links and reassemble the bracelet.
2. Your guest needs the screw pin links in their watch to be sized. Determine how many links need to be removed from the watch to fit the guest's wrist comfortably. Properly set the time, size the watch and make adjustments if needed.

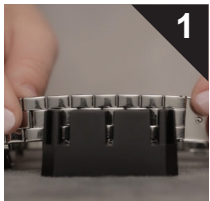


WATCH SIZING: SMART LINKS

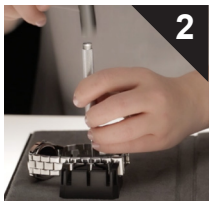


To remove pins from the band you'll need: the **holder**, **punch tool** and **hammer**.

REMOVING LINKS



1 First position the bracelet in the holder

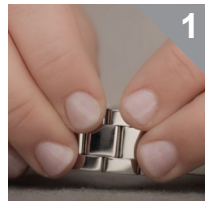


2 Insert the punch tool into the link and, with the metal end of the hammer, gently hammer and the pin will exit the bracelet

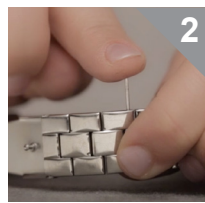


3 Separate the links and repeat the process on the next link to be removed

REASSEMBLING THE BRACELET



1 First position both sides of the bracelet together



2 Tightly hold links together and add the pin into the bracelet



3 Insert the bracelet into the holder, using the silicone end of the hammer, gently hammer the pin into position until it is flush with the bracelet

SKILL PRACTICE

1. Using a watch with smart links, demonstrate how to remove links and reassemble the bracelet.
2. Your guest needs the smart links in their watch to be sized. Determine how many links need to be removed from the watch to fit the guest's wrist comfortably. Properly set the time, size the watch and make adjustments if needed.

