



## PREPARE

In this module you will learn about the Michael Kors brand and specifically the designer of fashion watches and jewelry. You will additionally learn about what makes each piece a Michael Kors exclusive design and its key features. Finally, you will learn how to effectively present the collection to customers.

Prepare yourself

- › REVIEW the content
- › ALLOT 2.5 - 3 hours for the learners to participate in the following:
  - Introducing Michael Kors
    - › The Brand and Brand Details (25 minutes)
  - Introducing the Watch & Jewelry Collections
    - › Watches & Jewelry (30 minutes)
    - › Group Practice - Product Identification (15 minutes)
  - Presenting Michael Kors Watches & Jewelry
    - › Presenting Michael Kors with example (35 minutes)
    - › Group Practice - Presenting (30 minutes)
    - › Group Practice - Sizing (30 minutes)

Prepare the following meeting materials and resources:

- *Michael Kors Watches & Jewelry Collection* PowerPoint
- *Michael Kors Watches & Jewelry Collection* Learner's Journal
- Michael Kors Product (1 watch or piece of jewelry for each group of 3 participants)
- Sizing Kits (1 sizing kit for each group of 3 participants)

Prepare the Learner

- › EXPLAIN:
  - The process, pointing out that the Learner's Journal provides notes pages to capture key learnings
  - Purpose of the module and how long it will take
  - Topics covered



# PRESENT

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Introducing Michael Kors

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INTRODUCTION and WELCOME to team members.

Show slide 1

Over the next couple of hours, we are going to discuss the Michael Kors brand. We will also begin to understand what elements make each piece a Michael Kors exclusive design and their key features. Finally, we will learn and practice how to effectively present the collection to customers.

Show slide 2

Let us begin by talking about the Michael Kors brand itself. As you may know, Michael Kors is a world-renowned, award-winning designer of fashion accessories and ready-to-wear, based in the United States with a global reach.

Michael Kors is dedicated to designing a version of style that is as practical as it is indulgent, as timeless as it is modern. Let us take a deeper look at the history of Michael Kors and his brand.

## PLAY VIDEO

### ASK:

- What key takeaway did you learn from the video that you did not know before seeing the Michael Kors history?

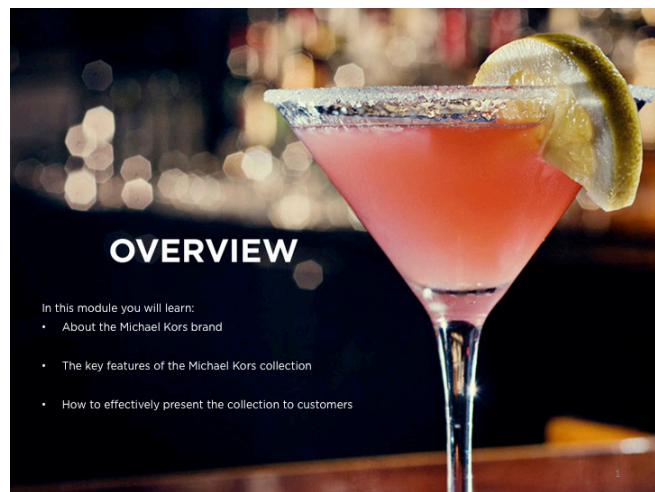
## Introduction Slide

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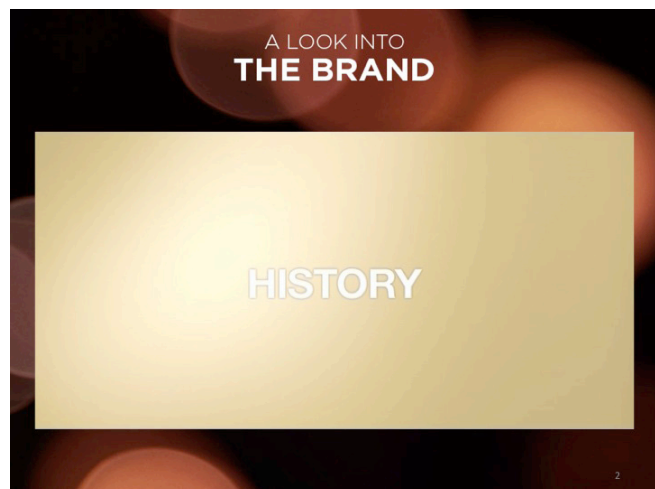
## Slide 1

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## Slide 2

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Show slide 3

Now let us dive deeper into the Michael Kors brand. The brand is defined by 4 specific words. Here you can see some word that may or may not represent the Michael Kors brand.

**DIRECT:**

- With the given words, complete question 1 in your Learner's Journal on page 2.

**ASK:**

- Who would like to share one of the words they chose with the group?

Show slide 4

Now let us see how you did. The four words to use while describing and presenting the Michael Kors brand are chic, sophisticated, jetset and luxury. These words are used with the Michael Kors retail boutiques. The Michael Kors brand is not cute, stuffy, trendy or gaudy.

Show Slide 5

These words bring the brand to life through 6 iconic pieces in the Michael Kors collection. These pieces help bring an everyday outfit into a chic and sophisticated look. The 6 iconic pieces Michael believes should be in every women's wardrobe are:

- Gold Runway watch
- Trench Coat
- Luggage colored handbag
- Michael Kors Signature Fragrance
- Gold Aviators
- Cashmere

As you can see, the Michael Kors brand is a lifestyle brand with products that wardrobe the customer. This strongly supports his beliefs that every woman should feel glamorous and chic. A watch is a great way to either enter the brand or continue to accessorize your look with the brand.

**DIRECT:**

- On page 2 in your Learner's Journal, take a few minutes to complete questions 2 and 3.

**ASK:**

- Who would like to share their answers with the group?



Show slide 6

Customers may have many questions as to why Michael Kors is the brand for them. So, why Michael Kors?

- Michael Kors is affordable luxury with the look of sophisticated fashion
- Allow Michael to be your personal stylist
- Designs are functional and easy to accessorize
- Collections offered in a range of prices
- Michael is involved in the design and inspiration of all his designs
- Michael's inspiration comes from his mother and her ever changing style

Show slide 7

The Michael Kors brand is best expressed through their seasonal videos. Let us look at the newest seasonal video for the Michael Kors brand.

## **PLAY VIDEO**

Show slide 8

Michael Kors is an American based company with a global reach. Michael has over 65 boutiques across the world in key fashion cities like Los Angeles, California; New York City, New York; Paris, France and Shanghai, China.

Many celebrities are wearing the Michael Kors brand because Michael designs his products to stand out, but also blend with the current style. Some celebrities who wear Michael Kors are: First Lady Michelle Obama, Blake Lively and Bette Midler.

The Michael Kors distribution spans across all distribution locations with over 65 boutiques, more than 235 shop in shop locations and more than 9500 additional selling locations.

BRAND

DETAILS

Why Michael Kors?



6

OPTIONAL SEASONAL VIDEO HERE

7

BRAND

DETAILS



Los Angeles, California



New York, New York



Shanghai, China



Paris, France

8

Show slide 9

In addition to his global presence through his boutiques, shop in shops and additional sales locations, Michael Kors has many followers through social media, like Facebook, Twitter, Instagram and Weibo. The Michael Kors brand and lifestyle is highly demanded by his followers across the globe. In addition to social media, the Michael Kors website is home to many celebrity sightings in the Kors collection, the Jet Set lifestyle and a blog with Michael's fashion thoughts.

- <http://destinationkors.michaelkors.com>

### **FOR APAC TRAININGS:**

On Weibo, Michael Kors has more than 473,000 fan.

### **DIRECT:**

- On page 2 in your Learner's Journal, write down where you can find out more about the Michael Kors style, Jet Set lifestyle and who is wearing Michael's collections to complete question 4.

Show slide 10

When looking at a Michael Kors designed watch, there are design details that establish the watch as a true Michael Kors product. Let us look at the Runway watch as an example and see all the elements that make up core features. Some unique Michael Kors features are:

- logo on the dial, buckle and crown
- caseback with serial number
- significant case weight
- band/strap variations

### **DIRECT:**

- On page 3 in your Learner's Journal, take a few minutes to complete question 5.

Introducing the Watch and Jewelry Collections

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Show slide 11

Now let us take a look at what makes up the core watch collection for Michael Kors.



# BRAND

## DETAILS

FACEBOOK

MOST ENGAGED BRAND

16.4m plus

TWITTER

TOP LIVING DESIGNER

2.5m plus

INSTAGRAM

TOP FASHION BRAND

3m plus

# DESIGN

## DETAILS

**BAND:**

- Offered in many materials and styles

**DIAL:**

- Signature Michael Kors logo is displayed at the top of the dial with letters evenly spaced

**CASE BACK:**

- Has the serial number near the edge of the case back

**CASE:**

- Substantial weight portrays the high quality of materials

**CROWN:**

- MK logo is also engraved on the crown
- The logo should be smooth and defined

**BUCKLE:**

- Features the Michael Kors name

# WATCHES

*introducing the collection*

## Show slide 12

We will begin with the Runway. This collection gives your wrist the luxe factor and the most opulent look, no matter if it is day or night. This timeless oversized boyfriend look is a Michael Kors classic. Wear it on its own for easy chic, or pile it up with your favorite bracelets for more glamour. Some key design elements for the Runway are:

- Chunky, masculine case body with iconic case-wall detail
- The Runway is one of Michael's iconic pieces, he believes this is the one watch every woman should own

The Parker is a sleek and chic timepiece that is trimmed with sparkling pavé stones for elegant styling. With just the right amount of sparkle, it is the perfect watch to glam up an everyday look or to complete a sophisticated ensemble. Some key design elements for the Parker are:

- Elegant t-bar construction for bracelet-to-case connection
- The Parker is quickly becoming the most recognizable platform. It is the "test" platform for all new colors, materials and design techniques.

The Blair strikes an undeniably feminine note. The classic shape keeps it feeling timeless, letting its modern pavé accents stand out. Completely embellished around the face and bezel, it is a dazzling piece that will inspire every look with a sense of glamour. Some key design elements for the Blair are:

- Features round stone glitz embellished lugs with a single row glitz on the top ring
- The Blair is one of the oldest platforms in the collection, dating back to 2009

## Show slide 13

The Ritz watch is polished with a little pizzazz. A tonal dial and sparkling crystal time-stops put the focus on femininity, while the masculine, menswear-inspired bracelet completes the look. Some key design elements for the Ritz are:

- Available with genuine Mother-of-Pearl dials
- It is one of the only styles with a knurl textured top ring

The Darci watch delivers standout style without going over the top. A pavé-embellished bezel lends eye-catching style, while the ultra-chic bracelet renders this timepiece exceptionally elegant. Some key design elements for the Darci are:

- A much thinner and slim silhouette
- One of the best-selling platforms to date

*the* **RUNWAY**



- Chunky, masculine case body with iconic case-wall detail
- Simple, yet sophisticated 3-link bracelet
- One of Michael's iconic pieces he feels every woman should own

*the* **PARKER**



- Elegant t-bar construction for bracelet-to-case connection
- Round stone glitz indexes and double-row glitz embellished top ring
- The "test" platform for all new colors, materials and design techniques

*the* **BLAIR**



- Round stone glitz embellishes lugs and top ring
- Arabic numerals and stick indexes provide clear time telling ability
- One of the oldest platforms currently in the collection 12

*the* **RITZ**



- Available with genuine Mother-of-Pearl dials
- Luxury-inspired 5-link bracelet construction
- The only female style in the collection with a knurling textured top ring

*the* **DARCI**



- Classic, tonal dial language featuring stick indexes and simple 3-hand movement
- Features a much thinner, slim silhouette
- One of the best-selling platforms to date

Show slide 14

Now that we have looked at the Michael Kors watches, let us take a look at the jewelry collection for Michael Kors.

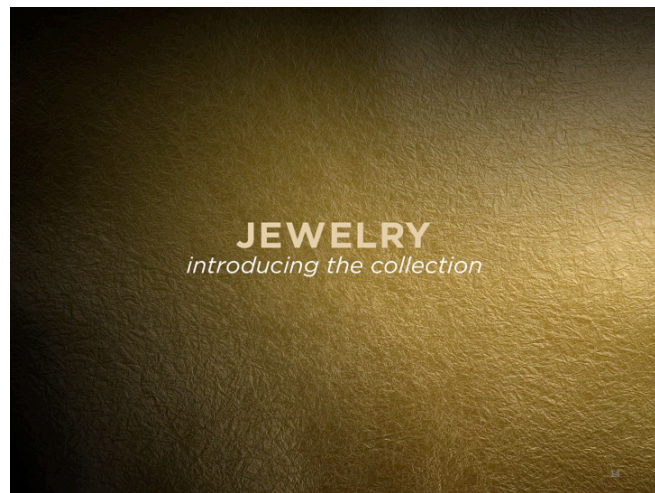
Show slide 15

The Heritage Collection has functional closures and classic silhouettes in both skinny and wide styles. It offers a variety of options for any occasion and features the classic Astor, Fulton “MK” logo, Michael Kors logo, or the iconic “Michael Kors est. 1981” plaque, as well as a sporty padlock. Some key design elements for the Heritage Collection are:

- Most items in the Heritage collection are oversized, bold and eye-catching
- Heritage styles will always have iconic hardware such as padlocks, push plaques, buckle details, turn locks and toggles

The Brilliance Collection is divided into 2 groups: Brilliance Motifs and Brilliance Statement. Key motifs continue to be the signature padlock, hearts, and key. The Brilliance Statement is all about delicately interlocking rings and subtle pavé details. Our Brilliance Statement collection also brings pops of color in the form of pavé, baguette or set stones. By featuring elegant pavé details, colorful crystals and elements of hi-shine, the Brilliance Collection adds sparkle to any woman’s look, dressed up or down. Some key design elements for the Brilliance Collection are:

- Glitz in pavé, set stones, baguettes and channel set stones
- The Brilliance Collection has more delicate feel and displays a more subtle Michael Kors logo



*the* **HERITAGE** collection



- Characterized by the signature Michael Kors or MK logo
- Oversized, bold, eye-catching pieces
- Iconic hardware such as padlocks, push plaques, buckle details, turn locks and toggles

*the* **BRILLIANCE** collection



- Offers a more delicate feel and displays a more subtle Michael Kors logo with a small Cubic Zirconia stone next to the logo
- Some semi-precious stones used are turquoise, lapis, topaz and onyx
- Many types of glitz used are pave, set stones, baguettes and channel set stones

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Some collections, like the Runway, have unique selling stories that customers love to hear. Use these stories when presenting the product to the customer.

### **How The Runway Got Its Name:**

The Runway got its name during a Michael Kors fashion show. Michael was behind stage with the models during the show, as they were walking the runway and displaying his new collection. One of the models was waiting to go out when Michael noticed her outfit was missing something. Immediately he knew what was missing and as a last minute addition to her outfit he took a watch from his collection and placed it on her wrist. The watch was a gold, oversized, boyfriend style watch. Instantly this accessory was a hit and everyone wanted to know where they could get one. This is how The Runway watch became demanded and gained its name.



## **PRACTICE**

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Show slide 16

Now that you have seen the core collections for watches and jewelry, let us practice. Please write your answers for questions 6 and 7 in your Learner's Journal. We will break into groups of 3. Each group will have 15 minutes. Each participant will share one feature for the product the group has in front of them, why that feature is important for the customer and finally, as a group, determine the name of the collection.

Rotate until each participant has shared one product feature and why that feature is important for the customer.

*After 15 minutes, wrap up.*

### **DIRECT:**

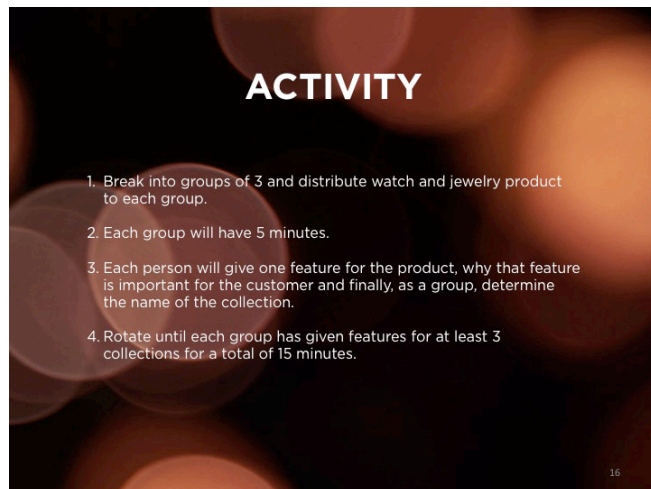
Choose a few participants to share their answers.

### **ASK:**

- Which collection did each group have?
- What is one feature for each collection?
- Why is that important for the customer?
- What were your key take aways?

Slide 16

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The slide features a dark background with a bokeh effect of warm, out-of-focus light circles in shades of orange and brown. The word "ACTIVITY" is centered at the top in a bold, white, sans-serif font. Below it, a numbered list of four instructions is presented in a smaller, white, sans-serif font. The instructions describe a group exercise where participants identify product features and their importance to customers, then rotate to share findings. A small number "16" is visible in the bottom right corner of the slide area.

## ACTIVITY

1. Break into groups of 3 and distribute watch and jewelry product to each group.
2. Each group will have 5 minutes.
3. Each person will give one feature for the product, why that feature is important for the customer and finally, as a group, determine the name of the collection.
4. Rotate until each group has given features for at least 3 collections for a total of 15 minutes.

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# PRESENT

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Selling Michael Kors Watches & Jewelry

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Show slide 17

Now that you know about the collection, it is time to present the product to the customer. To ensure a great customer experience, it is important to highlight the unique design, features and quality of the Michael Kors collection. To maximize your presentation, be sure to include the following key items:

- Make a Connection
- Ask Questions, Listen & Give Options
- Wardrobe & Accessorize
- Close the Sale & Sizing

Show slide 18

Make a Connection:

Greet the customer as they enter the location and determine what occasion brought the guest in.

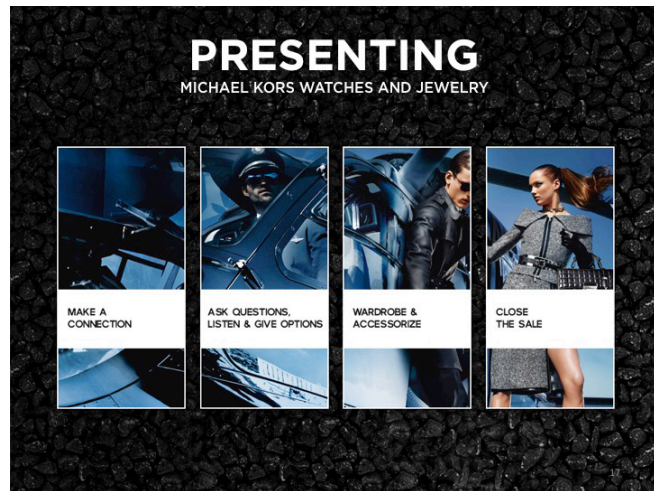
When you meet the customer and make a connection, you begin to build a relationship with the customer and then you must read the customer's signals to determine the next steps.

Your interaction should be unique and genuine for each customer.



## Slide 17

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## Slide 18

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Show slide 19

Ask Questions, Listen and Give Options:

By asking purposeful questions, actively listening, and then responding to clues, you will begin determining what the customer wants or needs. This allows you to present merchandise that will meet the needs of the customer. Know your product so you can present the key features of the item as you hold it in your hand.

Do not forget to recommend that they view their selection in a mirror. This allows the customer to visualize how the watch will look on their wrist. When comparing multiple watches, place their potential selections on a presentation pad to review features of each.

Show slide 20

Wardrobing and Accessorize:

Wardrobing allows you to present additional items that compliment the original selection and pull a stylish look together.

Close the Sale and Sizing:

Reinforce the customer's buying decisions by thanking him or her, inviting them back, carefully packaging the purchase, and again, re-stating how well the selection meets his or her needs.


Remember to offer to custom size the watch at the time of purchase and reassure the customer the quality of the collection by highlighting the 24-month warranty period for watches (this includes watch movement, hands and dial)

## PRESENTING

MICHAEL KORS WATCHES AND JEWELRY

### ASK QUESTIONS, LISTEN & GIVE OPTIONS

- Present merchandise that will meet the needs of the customer.
- Present the key features of the watch as you hold it in your hand to the customer.
- Assist the customer as they slip their selected watch on their wrist
- Recommend that they view their selection in a mirror.
- When comparing multiple watches, place their potential selections on a presentation pad to review features of each.



## PRESENTING

MICHAEL KORS WATCHES AND JEWELRY

### WARDROBE & ACCESSORIZE

- Recommend and present additional items that compliment the original one and enhance the usability and enjoyment of a single piece, pulling a stylish look together.

### CLOSE THE SALE & SIZING

- Reinforce the customer's buying decisions by thanking him or her, inviting them back, carefully packaging the purchase, and again, re-stating how well the selection meets his or her needs.
- Remember to offer to custom size the watch at the time of purchase.
- Reassure the customer the quality of the collection.





# PRACTICE

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Show slide 21

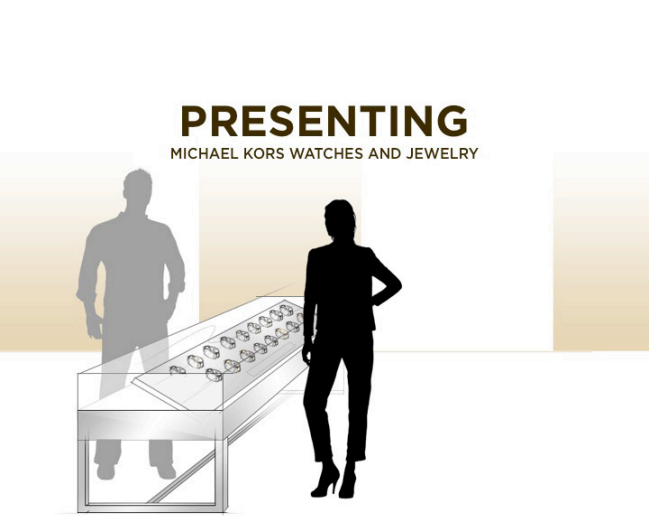
You just learned how to present the Michael Kors collection. Now let us look at an example of a perfect Michael Kors watch presentation in action.

**ASK:**

- Can I have 2 volunteers to read for the watch specialist and the customer?

**SAY:**

Watch as the watch specialist begins their presentation by *Making a Connection* with the customer.



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Show slide 22

Show slide 23

Show slide 24

## Slide 22

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## Slide 23

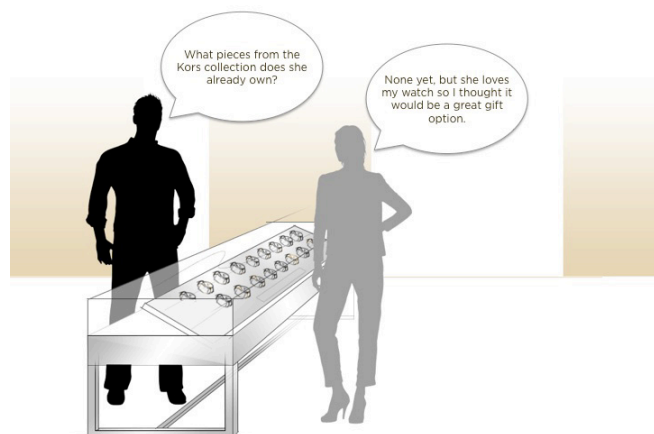
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## Slide 24

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Show slide 25

You just saw the watch specialist *Make a Connection* with the customer. This is the first part of building a relationship with your guest. The customer looks more comfortable and it looks like the watch specialist is going to continue their presentation by *Asking Questions, Listening and Giving Options*.

**ASK:**

Can I have 2 new volunteers to be the watch specialist and the customer?

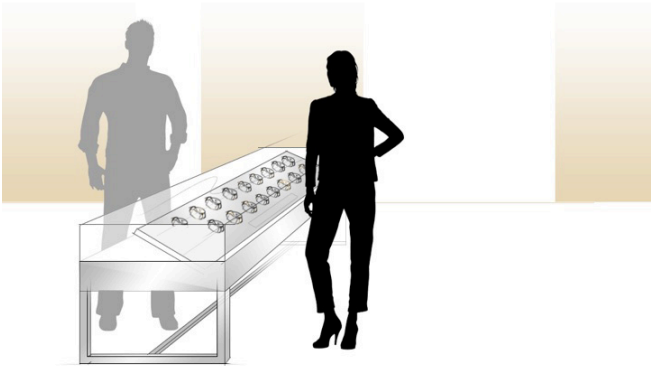
Show slide 26

Show slide 27



Slide 25

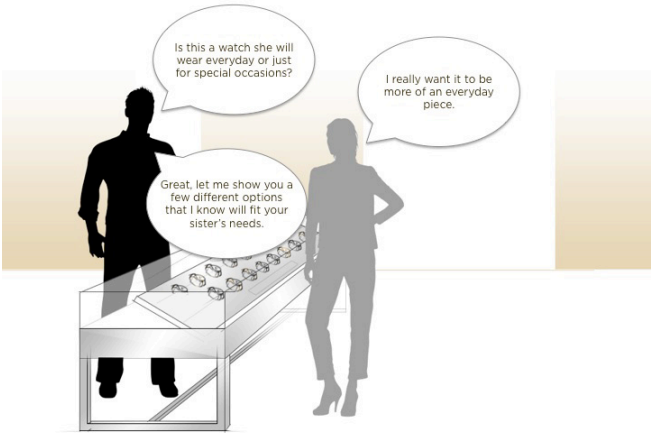
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Slide 26

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Slide 27

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27

Show slide 28

Show slide 29

Alright, the watch specialist *Made a Connection* with the customer and focused their search for the perfect watch based off the questions they asked and the answers that were given. The watch specialist showed the customer a few different options, but ultimately the customer was sold on the Runway. Before the watch specialist closes the sale, they will *Wardrobe and Accessorize* the watch for the customer. This is a great opportunity to add onto the sale. Let us see how this is done.

**ASK:**

Can I have 2 new volunteers to be the watch specialist and the customer?

Show slide 30

## Slide 28

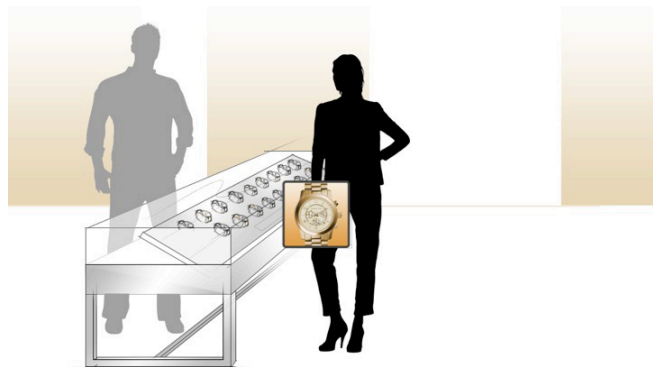
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## Slide 29

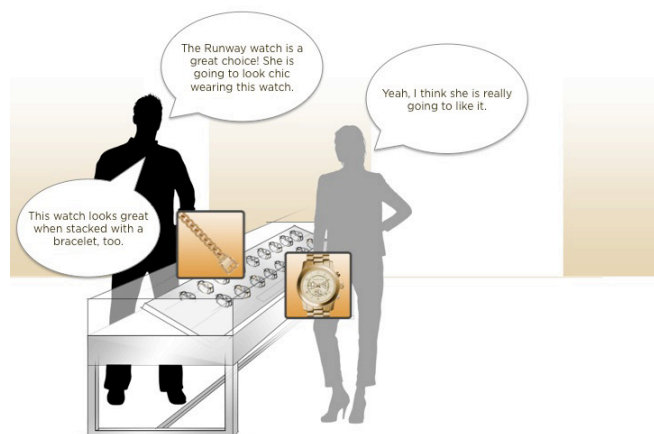
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## Slide 30

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Show slide 31

Show slide 32

Show slide 33

That was easy! The watch specialist was able to offer a complimentary jewelry item for the watch that the customer chose. Now, it is time to *Close the Sale*. Watch as the watch specialist assists our customer in making a final decision for her sister's gift.

**ASK:**

Can I have 2 new volunteers to be the watch specialist and the customer?

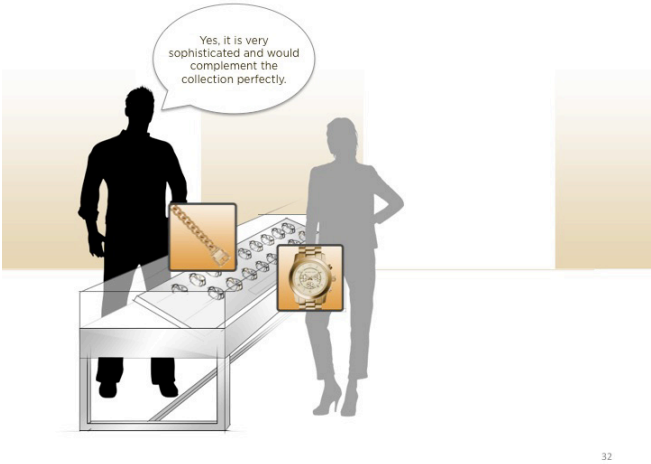
Slide 31

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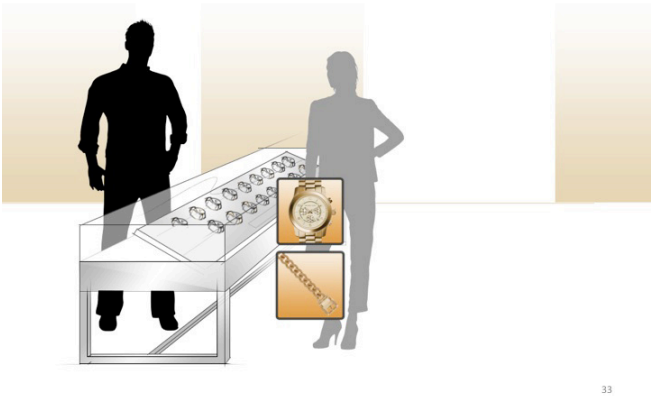
Slide 32

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Slide 33

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Show slide 34

Show slide 35

The watch specialist just executed an excellent presentation!

The customer left the store purchasing a watch with a complimentary bracelet in the back of her mind as a future gift for her sister. Remember to re-state how well the selection meets the customer's needs when closing the sale.

## Slide 34

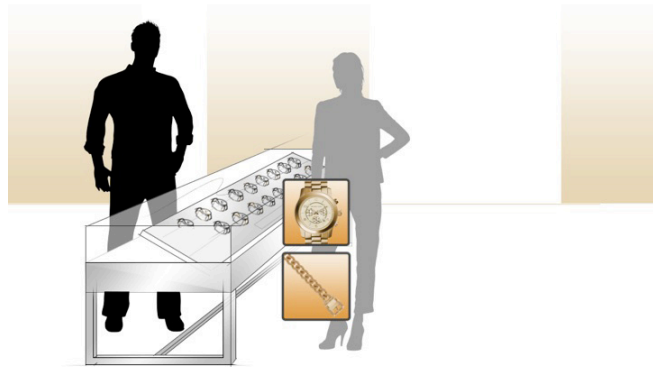
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## Slide 35

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# PRACTICE

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Show slide 36

Now that you have a better understanding of presenting Michael Kors watches and jewelry, let us practice. If you look in your Learner's Journal on page 5, there is a question on what you have just learned and seen through the presenting example. Take a few minutes to complete question 8 and write down key observations from what you have just see.

Continuing to page 6 in your Learner's Journal, you will see 3 scenarios. We will break into groups of 3. Each group will have 30 minutes for each person to practice being a customer, employee and coach. Each rotation will be 10 minutes with 5 minutes for the skill practice and 5 minutes for feedback. Rotate until each person has played the role of the employee.

To get started, pick one scenario from the list on page 6 in your Learner's Journal. Feel free to use a scenario multiple times.

*After 30 minutes, wrap up.*

**ASK:**

- What went well in the skills practice?
- What would you improve?
- Who would like to share what they observed during their group practice?

Show slide 37

Now that you have practiced presenting the product, let us practice sizing. Each group will have 1 watch and a sizing kit. We will stay in our groups of 3. Each group will have 30 minutes to practice sizing. Rotate until each person has had a chance to practice taking a link out and putting it back into a watch.

*After 30 minutes, wrap up.*

Show slide 38

Thank you for joining us today for Michael Kors Watch & Jewelry training.

**ASK:**

- What questions do you have about what you just learned?



## Slide 36

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### SKILLS PRACTICE

1. Break into groups of 3 and distribute watch and jewelry product to each group.
2. Each group will have 30 minutes for each person to practice being a customer, employee and coach.
3. Each rotation will be 10 minutes with 5 minutes for the skill practice and 5 minutes for feedback.
4. Rotate until each person has played the role of the employee.
5. To get started, pick one scenario from page 5 in your Learner's Journal. Feel free to use a scenario multiple times.

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## Slide 37

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### SIZING PRACTICE

1. Break into groups of 3 and distribute watch product and a sizing kit to each group.
2. Each group will have 30 minutes to practice sizing.
3. Rotate until each person has had a chance to practice taking a link out and putting it back into a watch.

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## Slide 38

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A photograph of a Michael Kors watch with a gold-tone metal link bracelet and a light-colored dial with Roman numerals. Next to the watch are several gold-tone rings, some with diamonds, and a black leather wallet. The background is a light, textured surface.

### MICHAEL KORS

WATCH & JEWELRY COLLECTION

FOSSIL GROUP

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Show slide 39

Now that you have completed the Michael Kors Watch and Jewelry training, you are ready to train new employees. As we continue to hire watch specialists, we will provide the following ongoing training tools for this module:

- Online Learner's Guide
- Paper Learner's Guide
- Learner's Journal (for learners using the paper version)
- Coach's Guide

**Learner's Guide:**

- Online module or a magazine-style booklet that is used to deliver the content
- Is visual in nature and leverages video to reduce time to read while increasing engagement


**Learner's Journal:**

- Used to perform activities and to document key learning
- Supports additional learning style through documentation


**Coach's Guide:**

- Formatted to match the 4 Step Learning Method
- Provides a consistent way to develop employees
- Gives direction and support for the trainer
- Includes skill practices and key actions to ensure knowledge transfer is occurring and the appropriate behaviours are being displayed

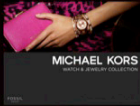
# ONGOING TOOLS:




COACH'S  
GUIDE



LEARNER'S  
JOURNAL



LEARNER'S  
GUIDE



ONLINE  
LEARNER'S  
GUIDE

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# **FOSSIL**

**GROUP**



AS PART OF FOSSIL GROUP'S COMMITMENT TO HELPING SUSTAIN OUR EARTH'S HEALTH, THIS PRODUCT WAS PRODUCED AS DIGITAL TRAINING OR PRINTED ON RECYCLED PAPER.