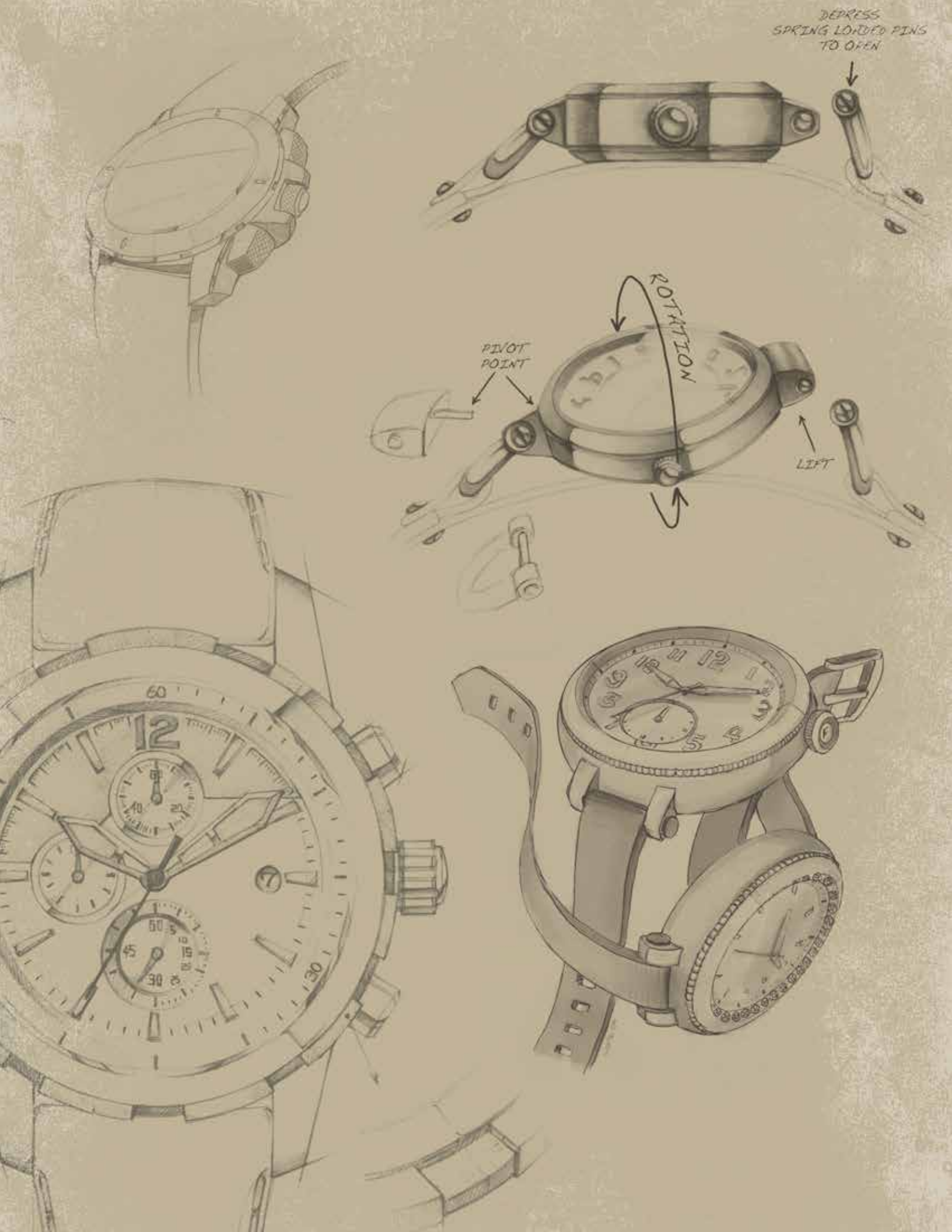
FOSSIL
GROUP

LEARNER'S GUIDE

UNDERSTANDING **WATCHES**


DEPRESS
SPRING LOADED PINS
TO OPEN
ROTATION
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POINT
LIFT

Overview

Have you ever wondered what makes a watch tick? Or what that button and knob on your watch are actually used for? This module will deepen your understanding of the watch anatomy and how your knowledge of watches can assist with your customer's needs and questions when purchasing a watch. In addition to the watch components, you will also learn about the functions, materials and movements most commonly used in watches.

INTRODUCTION

We recognize that our customer's time is valuable, and so is the need to keep track of it. We know that for many of our guests watches are an accessory! With a wide variety of designs, styles and color combinations to choose from, our guests purchase watches to enhance their wardrobe for different occasions—dress, sporting events or casual outings.

Many of today's watches are equipped with features that go way beyond the traditional telling of time and date. It is these options that make our watch portfolio extremely appealing to both male and female guests of all ages—everyone loves watches!

Because watch styles and functionality are so unique, product knowledge plays a key role in enhancing the guest experience. Before you can sell watches, it's important to have an understanding of the anatomy. On the following pages you will learn more about the watch anatomy, different variations of materials used in our watch selection, their functionality and what makes watches so special.

WATCH
COMPONENTS

Review the illustration below to learn more about the common features and a description of the components of a watch.

BAND - The generic term referring to the strap or links that hold a watch on your wrist. The preferred terms, bracelet and strap, describe the two major types.

TACHYMETER - A timer or chronograph with a graduated dial that displays speed in kilometers per hour or other units.

CASE - The housing that contains the internal parts of a watch. Stainless steel is the most typical metal used, but other materials can also be used.

PUSHER - A button (or buttons) pressed to work a mechanism. Pushers are usually found on chronograph and multifunction watches and watches with alarms.

HANDS - Indicators, usually made of thin, light pieces of metal of various design, that move over a graduated dial. Watches usually have three hands showing hours, minutes and seconds.

BEZEL - A bezel is like a topring but it does not rotate and is a major part of the construction of the case.

CROWN - The part of the watch used for setting the hands to the correct time. It is most commonly used for the date, in the case of calendar-equipped watches.

CRYSTAL - The transparent cover on a watch face made of glass crystal, synthetic sapphire or plastic. High-end watches have a sapphire crystal which is highly resistant to scratching or shattering.

MARKERS - Displayed on a track—the hands point to the markers for more-defined time telling.

SUBDIALS - A small opening in the dials of some watches in which certain indicators are provided (second hand, split-second timer, date, day of the week, phase of the moon, etc.)

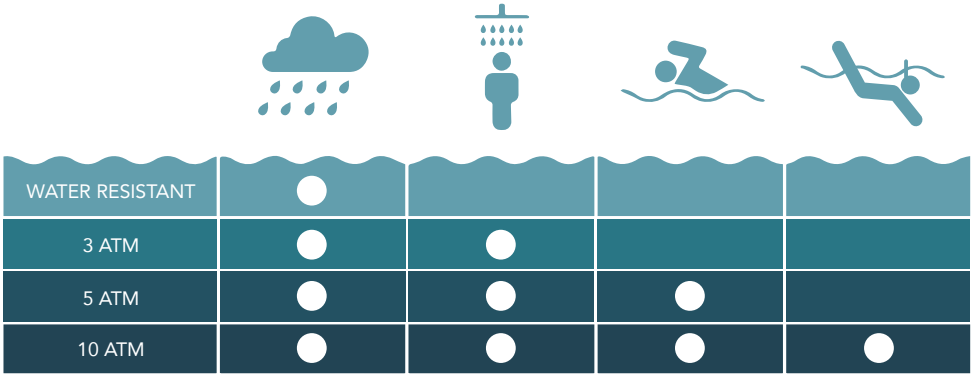
WATCH
FUNCTIONS

We offer guests a variety of watches with a multitude of functionality. They provide the time of day, giving at least the hour and minute. Many display the current date, day of the week and seconds. Many of our watches offer a lot more functionality. A few examples are provided below:

FUNCTION	DESCRIPTION
Ani-digi	A watch that shows the time and other information by means of hands (analog display) and numbers (digital display).
Battery Life	The period of time that a battery will continue to provide power. Life begins at the point when the factory initially installs the battery in the watch—typically every 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. Pushers on the case allow for stopwatch use and resetting.
Dual Time	A watch that measures current local time as well as at least one other time zone. The additional time element may come from twin dials, an extra hand, subdial or other means.
Military Time	Measures time in 24-hour segments.
Moon Phase	Movement that follows the lunar (moon) month and displays the phases of the moon. When the moon is in the center of the window, there's a full moon outside. A regular rotation of the moon around the Earth occurs every 29 days, 12 hours and 44 minutes.
Multifunction	Movement that measures day, date and 24-hour time; a multifunction simulates the appearance of a chronograph, but does not have pushers on the case.
Perpetual Calendar	A calendar complication that adjusts automatically to account for different lengths of the month (30 or 31 days) and leap years. Perpetual calendars, which can be powered by quartz or mechanical movements, are programmed to be accurate until the year 2100.
Topring	A watch case's rotating topring is a functional component that surrounds the crystal and dial. Toprings are used on sport watches to display an additional functional instrument.

WATER RESISTANCE

The level of protection a watch has from water damage. US federal statute prohibits the use of the term "waterproof."



Level of water resistance is usually noted on the watch's dial or case back.

WATCH
MATERIALS

Now that you have an understanding of basic watch components and functionality, let's take the opportunity to discuss the materials they are made of. Many different types of bands, bracelets and cases are used on watches today, while some types are more durable and some more decorative than others. The materials help build the perfect watch to fit any customer's needs. Now let's review the most common types of watch materials you will find.

STAINLESS STEEL

Stainless steel is the most common alloy used for watches today because of its durability and anti-erosion properties—it is the metal of choice for many types of high-quality watches, bracelets and case backs. A stainless steel watch is practical for everyday use and can be polished to resemble a precious metal.

BENEFITS

Extremely strong
Handles wear and tear
Hypoallergenic

YELLOW GOLD-TONE PLATING

Yellow gold is the only natural form of gold. However, gold is too soft in its pure form, so it is usually made into an alloy by mixing it with other metals. Most fashion watches use gold-tone plating which is NOT real gold.

BENEFITS

Available in a variety of styles and variations (mono-color, two-tone or tri-tone)
Preferred choice as a common fashion accessory color

ROSE GOLD-TONE PLATING

A type of gold with a soft pink hue that contains the same metals as yellow gold, but with a higher concentration of copper in the alloy. Its development is attributed to Russia and is a popular color in Europe. Rose gold-tone is often seen in retro styling or in tri-color, gold-tone versions. Most fashion watches use rose gold-tone plating which is NOT real gold.

BENEFITS

Available in a variety of styles and variations (mono-color, two-tone or tri-tone)
Preferred choice as a common fashion accessory color

did you KNOW

There are many type of platings for watch cases and bracelets. Each requires a different plating process that allows the coloring to adhere better to the metal. Some of the most commonly used platings are anodizing, electro-plating and ion plating.

PLATING	PROCESS
Anodizing	A peanut shell chemical surface treatment, a patterned coating, of color for aluminum cases and bracelets.
Electro-plating	A process where watch components are dipped into a solution containing dissolved plating materials and exposed to an electric current. After time, the plating adheres to the component.
Ion Plating	A titanium nitride coating that is vaporized on the top surface of a metal and then electrically ionized to apply a film of color and finish. Works best on stainless steel.

LEATHER STRAPS

- Leather straps are versatile and work well in casual or formal settings
- Not as durable as metal bracelets
- Remains a popular option due to simplicity, look and comfort

SILICONE STRAPS

- Some guests prefer the laid back, sporty or casual look
- 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
- Many of the silicone straps carried in our stores are interchangeable

FIELD STRAPS

- A popular option due to the casual, lightweight look and waterproof strap
- All field straps carried in our stores are interchangeable, which allows guests to build their own unique watch and continue to change out straps

METAL BRACELETS

- Metal bracelets are more durable than other materials
- Plated bracelets are available in a variety of colors
- Stainless steel handles wear and tear well
- Metal bracelets are versatile and go with dress, casual or sporty looks

CERAMIC

An inorganic, non-metallic compound that is created by heating (or pressurizing) then cooling raw materials. Ceramics are cool to the touch and can be customized into a variety of shapes, colors and finishes. Ceramic watches are considered a luxury material because of their weight and luster.

- Delicate
- Heavy and lustrous
- Hypoallergenic

ACETATE

A synthetic material made from a wide range of organic polymers such as polyethylene, PVC, nylon, etc., that can be easily molded into shapes. Acetate is used mostly in sport styles and in lower-priced, mass-market watches.

- Highly scratch and tarnish-resistant
- Resists corrosion and discoloration
- Hypoallergenic

did you KNOW

Watch crystals should be as hard as possible to protect the watch against shock. Softer materials scratch and break easily, which makes the watch less attractive, and if shattered, can damage the watch beyond repair. The following chart shows popular crystal types and their durability.

CRYSTAL TYPE	DURABILITY
Acrylic Crystal	Composed of plastic composite that is generally less expensive and less durable than a sapphire or mineral crystal.
Mineral Crystal	Glass that is heat-treated to create an unusual hardness to aid in resisting scratches. More scratch resistant than acrylic crystals, a mineral crystal will still scratch and is difficult to polish.
Sapphire Crystal	The hardest, most durable and most expensive crystal. Three times harder than mineral crystal and 20 times harder than acrylic crystals.
Sapphlex Crystal	A highly scratch-resistant crystal created by the fusion of sapphire and mineral glass crystal.

WATCH
MOVEMENTS

The heart of the watch is its 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. Take a closer look at the different types of watch movements listed below.

QUARTZ MOVEMENTS

The majority of watches sold today have quartz movements. Quartz movement is powered by a battery—the battery works in conjunction with a quartz crystal which allows the watch to keep time without being wound.

Advantages:

- Affordability—more cost effective for the manufacturer and consumer
- More accurate timekeeper than an automatic
- No winding necessary

Key thing to be aware of:

- Battery must be periodically replaced

AUTOMATIC MOVEMENTS

Automatic watches have mechanical movements that harness the energy produced by the wearer. This motion causes the rotor to rotate back and forth in a circular fashion to wind the spring, which means the wearer does not need to wind the watch every day or purchase a battery.

Advantages:

- Detailed construction
- Durability
- No need for winding if the watch is worn every day
- No battery needed

Key things to be aware of:

- If not worn, power will last for 46 hours
- May gain or lose a few minutes per month and may need to be adjusted periodically
- Requires periodic cleaning and lubrication

TWIST MOVEMENTS

A combination of quartz battery and automatic movements. Typically used in a watch where the movement is visible for cosmetic reasons, 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
- Some designs show inner workings of the watch

Key thing to be aware of:

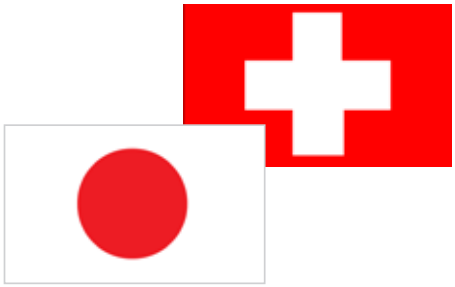
- Battery must be periodically replaced
- Inner workings of the watch are more delicate

did you KNOW

Most watch movements are designed and manufactured in Switzerland or Japan. Swiss watchmakers set the standard for quality; however, Japanese-made movements have increased in quality in recent years. Here is a brief explanation of origin terminology:

Japanese Movement

A Japanese watch means the watch parts are made and assembled in Japan, Taiwan or China.



Swiss Movement

A Swiss watch consists of "Swiss parts" meaning the movement is assembled in Asia using kits that partially consist of Swiss components.

Swiss-Made

Swiss-made watch parts are made and assembled in Switzerland. A watch is considered Swiss-made if:

- Its movement is Swiss
- Its movement is encased in Switzerland
- The manufacturer carries out the final inspection in Switzerland

As you've read in this module, there are many components, movements and functionalities of a watch that go way beyond the art of telling time and the task of making a watch tick. Every guest is looking for the perfect accessory to define who they are and reflect their personal style. Like all of our guests, our watches have their own unique story to tell and with your knowledge of watches and a deep understanding of the brand, you are a key part to helping select that perfect timepiece.

PUTTING IT
INTO ACTION

Keep the following in mind when executing skill practices and activities:

- The learner plays the role of the sales person and another employee plays the role of the customer.
- Ensure that the learner demonstrates the key points of the topic
- Have both the employee and learner highlight what was done well and recommend areas for improvement

Below are a few scenarios you can utilize to put your learning into action:

scenario ONE

James wants to surprise his wife with a watch for her birthday. While talking with James, you find out his wife wants something elegant and sophisticated that she can wear on more formal occasions. James also mentions that she doesn't need any fancy features on her watch, as she will never use them. She just needs a watch to tell the time and is fashionable.

Talk with James to find out more about his wife's watch preferences, then show him a watch that will meet her needs. Be sure to explain the features of the watch.

scenario TWO

Rick is looking for a watch he can wear to work and on the weekends. He owns a boat, so in his spare time, he likes to waterski. While talking with Rick, find out more about his watch needs and preferences.

When you are finished, show a watch to Rick that will meet his needs. Be sure to explain the benefits of the watch.

scenario THREE

Margaret wants to surprise her husband with a watch for Christmas. Her husband really likes his best friend's watch style.

Continue to talk with Margaret to find out more about her husband's watch preferences. Show her a watch that will meet his needs. Be sure to explain the features of the watch.

PERFORM WHAT YOU HAVE LEARNED

Now that you have practiced, it is time to put your new skills into action

The Learner presents watches to his/her customer based off their overall needs by:

- Asking specific questions that tells him/her more about the customer's watch needs and preferences
- Actively listening to fully understand his/her customer's objections or concerns
- Showing the highest-quality piece first
- Linking the features and benefits of watches to the needs discovered while connecting with the customer
- Using the counter pad (if applicable) to show and excite the customer
- Describing the various watch materials to customer
- Effectively explaining different watch movements to customer
- Using the features/benefits/value of the products or services we offer as a way to overcome objections
- Presenting the Warranty Protection Plan (if applicable) to every guest interested in a fine watch

Wrap-Up

Now you know what makes a watch tick! You have a deeper understanding of watch anatomy and how your knowledge can assist with your customer's needs and questions when purchasing a watch. We encourage you to continue to leverage the scenarios in this module and to practice putting your new knowledge into action everyday.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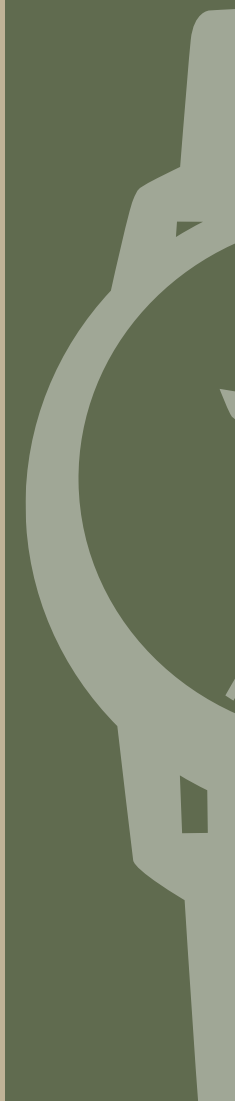

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