



PREPARE

This course will ensure your team is prepared to develop your employees in a way that enables them to deliver great guest experiences for the Michael Kors watch and jewelry collections.

Prepare yourself

- › REVIEW the content
- › ALLOT 1 - 1.5 hours for the learners to complete in the following:
 - Michael Kors Watch & Jewelry Collection Module (paper version or online version)

Prepare the meeting materials and resources

- › Before the meeting, GATHER the following items:
 - Michael Kors Watches & Jewelry Collection Learner's Journal
 - Michael Kors Product (watch & jewelry product)

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

- › DIRECT the Learner to complete the *Michael Kors Watch & Jewelry Collection* module by beginning with the Learner's Guide or online module.
- › ASK the Learner to share main takeaways from the *Michael Kors Watch & Jewelry Collection* module, and then present the following information to the Learner:

A Look Into the Brand

- ASK the Learner to describe key details of the Michael Kors brand history. Responses should include:
 - Established in 1981
 - Inspiration come from his mother's ever changing style
 - Began designing at a young age
 - Never worked for any other designer
 - Produces a range of products in his collections
- REVIEW Learner's answers for the Michael Kors brand activity in their Learner's Journal, question 1. Provide feedback where appropriate. Responses will vary.

Brand Details

- DESCRIBE the four words used to describe the Michael Kors brand to the Learner.
- ASK the Learner to identify 3 of the 6 iconic pieces Michael believes every woman should have in their wardrobe.
- REVIEW Learner's answers for the Michael Kors brand activity in their Learner's Journal, question 2. Provide feedback where appropriate.
- ASK the Learner to describe the Michael Kors brand in their own words. Make sure the Learner uses the four key words to describe the brand.
- REVIEW Learner's answers for the Michael Kors brand activity in their Learner's Journal, question 3. Provide feedback where appropriate.
- ASK the Learner to give examples of where the Michael Kors brand has an online presence through social media and other online outlets.
- REVIEW Learner's answers for the Michael Kors brand activity in their Learner's Journal, question 4. Provide feedback where appropriate.

The Watch Collections

- › REVIEW Learner's answers for The Watch Collection activity in the Learner's Guide, question 6. Provide feedback where appropriate
- › SHOW the Learner the different watch collections from the caseline.
- › IDENTIFY the unique characteristics of each watch collection.

The Jewelry Collections

- › REVIEW Learner's answers for The Jewelry Collection activity in the Learner's Guide, question 7. Provide feedback where appropriate
- › SHOW the Learner the different jewelry collections from the caseline.
- › IDENTIFY the unique characteristics of each jewelry collection.

Presenting Michael Kors Watches & Jewelry

- › DEMONSTRATE for the Learner how to present the Michael Kors watch & jewelry collections to a customer.
- › REVIEW Learner's answers for the Presenting Michael Kors activity in the Learner's Guide, question 8.



PERFORM

Skill Assessment:

- › EXPLAIN the Skill Assessment process.
 - Review the Skill Assessment with the learner
 - Explain that you will observe
 - Encourage the learner to ask questions if needed
 - Coach the learner on performance by using the Skill Assessment, pointing out strengths and areas of opportunity

NOTE: The Skill Assessment may be completed over a period of time. By signing off on the assessment, you are certifying that the employee is proficient in the subject matter.

PRACTICE SCENARIOS

1. The customer is looking for a Michael Kors watch for their sister. Demonstrate how you would ask questions to determine the best watch for the customer's sister.
2. A customer is looking to purchase something for their girlfriend, but is unsure what to get. After asking questions about the customer's girlfriend, you know that she loves fashion and bold jewelry that has glitz. Demonstrate how you would navigate the customer to a watch that fits their needs.
3. A customer has decided that they like the Runway watch. Demonstrate how you would wardrobe & accessorize the customer with complimentary items.

* Have a scenario you would like to try, but do not see it above? Feel free to create your own. Get creative!

OBSERVATION CHECKLIST

- | | |
|--|---|
| <input type="checkbox"/> Did the team member ask questions and listen to the customer's needs? | <input type="checkbox"/> Did the team member accessorize the customer with complimentary items? |
| <input type="checkbox"/> Did the team member ask questions to determine the occasion that brought the customer in? | <input type="checkbox"/> Did the team member effectively close the sale? |
| <input type="checkbox"/> Did the team member highlight the features of the watch? | <input type="checkbox"/> Did the team member provide product options to match the customer needs? |
| <input type="checkbox"/> Did the team member get the customer to try the product on? | <input type="checkbox"/> Did the team member reinforce how good the item will look on the customer? |

OBSERVATION NOTES

What went well in the skills practice? Why?

What opportunities did you see that could improve the experience?



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