

Training retail salespeople the world over

› Keith W. Strandberg

A

As Confucius said, "Real knowledge is to know the extent of one's ignorance." Europa Star is proud to introduce the Knowledge, an educational programme aimed at retail salespeople. The goal of the Knowledge? To provide comprehensive watch education and arm salespeople the world over with the information they need to sell fine timepieces.



The Europa Star Knowledge

The one thing that watch retail sales associates can never have enough of is...**knowledge** – of watchmaking in general, of the nuts and bolts of watches (how and why they work), of complications, of service issues, of consumer trends, of selling and display techniques, of the brands they carry and the ones they sell against and more.

Currently, watch brands and watch groups do training, but it is often limited and by its nature brand-focused.

The Europa Star Knowledge is an independent, multi-level training course for watch retailers, developed by Europa Star's journalists along with well-known industry experts. The Europa Star Knowledge fills a need that everyone knows exists but no one is meeting. Most sales people

are woefully under-trained, not knowing enough about watches and watchmaking. In fact, many customers who come into a store are frequently more knowledgeable than the sales staff.

Backed by industry "bible" Europa Star, based in the heart of the watchmaking industry, the Knowledge Level 1 is a certification programme, a three day basic training programme that gives salespeople what they need to be successful – comprehensive training on the brands the store carries and on the competition, information on watch industry trends, basic watchmaking knowledge and hands-on experiences, watch sales tips, display training and much more.

When and Where?

The inaugural Europa Star Knowledge will be held in Yverdon-les-Bains, Switzerland, prior

"I have been saying for ages that there was no place to send my team for a formal watch knowledge training course that explained all types of watches from a basic quartz through to the most complicated mechanical movements, trade terms and knowledge of what's happening behind the glass. It is such an important part of selling to know! So it's great to hear that Europa Star have stepped up to fill this void in our industry! Good luck and, of course, you have my support!"

Paul Sheeran, Paul Sheeran Jewelers, Dublin, Ireland

"What a well needed concept for all retailers involved in selling watches. I think business can be enhanced tremendously by the sales force becoming more educated. When can we sign up?"

Robin Levinson, Levinson Jewelers, Florida, USA

"Knowledge is the key to selling fine timepieces. With superior knowledge every situation is a genuine selling opportunity. To sell high complication timepieces a salesperson must be like a trusted advisor: the customer needs to feel total confidence in a salesperson's understanding of the market and ability to offer advice based on informed and practical expertise in the chosen field.

"One valued source of knowledge is Europa Star. The integrity and expertise of the most highly respected journalists in the industry makes Europa Star an ideal reference point for our industry. The Europa Star Knowledge training programme will be an invaluable selling tool for the top salespeople in our industry."

Jeremy Oster, Oster Jewelers, Colorado, USA

to the 2011 BaselWorld, so retail salespeople can attend the four day workshop. The programme includes three days of training, one day of visits to a watch industry manufacture and a watch museum, just before the opening of BaselWorld. (The dates are March 20 – March 23, 2011, with BaselWorld starting on March 24, 2011.)

At the end of the workshop, there will be a test and all who pass will be officially certified as Level 1 Masters of Watchmaking Knowledge by Europa Star.

Come join Europa Star and get the Knowledge!

For more information and registration, please visit www.europastar.com/watch-knowledge

Contact Keith W. Strandberg:
watch-knowledge@europastar.com