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PROVIDE ADVICE ON CLOCK AND WATCH PRODUCTS

Based on Singapore Workforce Development Agency
Provide Advice on Clock and Watch Products
Singapore Workforce Skills Qualifications



SINGAPORE
CLOCK & WATCH
TRADE ASSOCIATION
新加坡钟表业公会

BOOTSTRAP
The Growth Catalyst

PROVIDE ADVICE ON CLOCK AND WATCH PRODUCTS

In the new millennia, a watch defines our individuality. As other technologies and devices take over the timekeeping niche, clocks and watches have evolved to being more than just a statement of identity. To sell a watch today is to sell a lifestyle.

In order to meet the changing demands of increasingly sophisticated watch buyers, "Provide Advice for Clock and Watch Products" enhances effectiveness on the sales floor firstly by equipping sales advisors with the necessary technical knowledge, and secondly by placing emphasis on the creation of a remarkable and holistic customer experience. With professional and well-equipped sales advisors, companies then can differentiate themselves from competitors in the region. The Singapore Clock and Watch Industry and WDA are proud to present – Provide Advice on Clock and Watch Products – the first of its kind collaboration that enables participants to meet real time industry service standards.



"In order to maintain Singapore's position at the forefront of the regional Clock and Watch Industry, initiatives such as PAC are necessary to ensure that we are better able to meet the demands of increasingly sophisticated watch buyers."
Patrick Thean



Topics

1. Fundamentals of Clock and Watch
2. Customer Needs Diagnosis
3. Product Demonstration
4. Advice on Maintenance and Care

Learning Outcomes:

At the end of the course, participants should be able to demonstrate the following:

- Explain the different categories and classifications of clocks and watches.
- Describe the clock and watch range in their stores.
- Establish customers' needs through effective questioning.
- Execute effective product demonstration with customers.
- Provide maintenance and care of clocks and watches.
- Explain the various after-sales services.

Methodology

Role-play, discussions and presentations

Certification

Upon successful completion of the programme, participants will be awarded with 1 Statement of Attainment from the Singapore Workforce Development Agency, namely 1) Provide Advice on Clock and Watch Products.

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65 Ubi Ave 1, #03-00 OSIM Headquarters, Singapore 408939
Tel: (65) 6592 0024 Web: www.bootstrap.com.sg

Target Audience

Sales Consultants, Supervisors, and Managers from the Clock and Watch Industry, or individuals seeking a career within the Clock and Watch Industry

Duration

2 Days/ 17 Hours
9.00am to 5.30pm

TO REGISTER OR FOR MORE INFORMATION:



+65 6592 0045



june.tai@bootstrap.com.sg



www.bootstrap.com.sg

Facilitators:

Patrick Tan

Patrick Tan is the Executive Vice-President of Sincere Watch Academy and Heirloom Restoration Services. As head of the Sincere Watch Academy, Patrick drives Sincere's outreach to promote the culture and appreciation of horology in the community. He is also responsible for the development and implementation of an enhanced customer experience with Sincere. Patrick was previously the Vice-President of the Brand Management (Technical) Division and was also responsible for Retail Operations in Singapore. Prior to joining Sincere in 2001, he has held marketing management positions in BMI Pte Ltd & Friesland (S) Pte Ltd. Patrick is a watch enthusiast who has always been fascinated by time pieces.

Leslie Chang

Leslie Chang started his career in the clock and watch industry at the age of nineteen, and has since built a company that distributes exclusively major international brands, including Orient and Mido. Leslie is an Executive Committee Member of the Singapore Clock and Watch Association, and was also the Organizing Chairman of the Association's Annual Ball for six consecutive years from 2001 to 2008. Leslie is the only Singaporean to date to have successfully competed in the FIA World Rally Championship events. He served on the Executive Committee of the Singapore Motor Sports Association as President and Chef-de-Mission of Team Singapore for the China-ASEAN International Touring Assembly since 2006. Leslie also serves as a Patron of Pink Spartans, a dragon-boat team consisting of cancer survivors and supporters who fight for the betterment of life after cancer.

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