

**Selling quality at Laaturu Oy:
Introduction to Swiss watches**

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<p>This thesis was commissioned by Laaturu Oy and the objective was to make a guide for new sales personnel to familiarize them with the selling of Swiss watches. The need for the guide and this thesis became obvious when the author worked at the commissioning company for a few months. There was an introductory guide for the way the company works, but nothing to study in depth the second most important product group that the company sells besides diamonds, i.e. Swiss watches.</p> <p>Because the learning process involved is a long and difficult one the author wanted to make it easier and quicker for new sales personnel to familiarize themselves with the subject. This was in order for them to gain basic watch knowledge faster to help them make more sales and become more profitable employees sooner. The focus was placed on high-end Swiss watches rather than all watches because they are the ones that require specific knowledge and skills from salespeople. The sales of Swiss watches also have a major effect on the company's revenue and therefore are important.</p> <p>The theoretical part supports the selling of high-end Swiss watches by discussing what quality customer service is and how to achieve it. It also briefly discusses the general mindset of a customer and the actual sales process. With this information it aims to give a good basic knowledge about the work of a salesperson. With the combined information of these two texts new employees will have a strong basic knowledge about how to start selling and attain excellence in what they do.</p> <p>The work was done during the spring of 2012 and the information was gathered mainly from books and watch catalogues provided by importers in Finland, other books about watches and brand web sites. TAG Heuer Brand Manager Timo Leinonen of Retadan Oy, who is a watch smith by education, also gave his opinion about the guide and provided information and catalogues in a training event for Laaturu personnel at their premises.</p>	
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Introduction

The customers expect that you will make the company work for their advantage; that you can handle entities, answer their questions and solve their problems (PRA 2003, 11). This thesis and the guide to Swiss watches will help the new employee to match and exceed those expectations. Good customer service never goes out of style so to speak nor will the basic knowledge about watches ever change and that is the strength of this thesis. The Laaturu stores will be able to use the thesis in many years to come to get the new employees properly familiarized into the world of high- end watch selling and quality customer service.

The need for the guide and this thesis became obvious when the author of the thesis had worked at the commissioning company for a few months. There was an introductory guide to the way the company works and how basic things are done in the store, but not anything to take home to and learn about the second most important product group that the company actually sells besides diamonds; Swiss watches. The learning process is a long and difficult one and the author wanted to make it easier and quicker for new sales personnel in order for them to gain the basic knowledge faster to help make the sale and become more profitable employees sooner.

Laaturu already has a good reputation as having excellent sales personnel who know the importance of good customer service. But every salesperson can always improve themselves and get new points of view to make things fresh again. Even if aimed at the new employees, this thesis will give the old ones also a chance to stop and think about how they could perform better as well.

The thesis is product oriented and most information was gathered from watch catalogues provided by the importers in Finland, other books about watches and the brand web sites. The product part was done with the help and guidance from TAG Heuer Brand Manager Timo Leinonen, a watch smith by education, from Retadan Oy. The theory part supports the learning by discussing what quality customer is service, what to do and not to do and how to actually make the sale. The theory part is as important for the new sales personnel to read as is the actual guide. It is designed to raise ques-

tions in the reader's mind about how they personally can become the best version of themselves as sales personnel. With the combined information of these two texts they will have a strong basic knowledge about how to start and reach excellence in what they do.

1 Developing the guide

This thesis is product oriented, which means that it consists of two parts. The theory part is meant to support the information that the product, in this case a guide to Swiss watches, provides. The purpose of making the product is that it will serve some need of the commissioning party and be of real use. In product oriented thesis the process of making the product is described to give the reader a good picture of the stages and information about why these subjects were chosen. These stages of the work process are described in this chapter.

The idea and need for the guide first came to mind when I had worked in Laaturu Oy for a few months in spring 2011. I had read the introductory guide that gave some general information about working in the store but was lacking knowledge about watches. Swiss watches form a big part of revenue of the company and therefore knowing them inside and out is crucially important. Selling expensive watches with inadequate information felt a bit scary and distressing. To avoid these kinds of feelings of insecurities in the future was one point that supported the idea for making a guide.

There are many watch enthusiasts who appreciate all the intricate details of the fine, to a large extent hand made, Swiss timepieces. These customers value detailed information about the watches and their features. To be able to properly present these watches to the customer information and understanding is needed. If the apprehension of the fundamental basics are not possessed problems in the sales situation will occur. To be able to understand the more complicated functions of a watch the salesperson needs to start from the very basic information about parts, materials and terminology.

The subject of the thesis was discussed and decided together with the former store manager, a watch enthusiast herself, who thought the guide would be extremely useful and needed. Because the relevant information would best serve its purpose in a form of a guide that would be available to all the new employees in every Laaturu store and could be used as well as modified for many years to come, it felt like the best method to implement the thesis.

The ideas brew in the fall 2011 and at first it was not obvious what the theory part would deal with. The idea was to make the guide for new sales personnel who possess minimum knowledge about watches and their features. This formed the thought that the person also might not have much experience of customer service field. As I have myself worked mostly in customer service I feel that it is the most important aspect when selling something. This is why I thought it would best support and compliment the guide itself. After all a happy customer is always good advertisement and is in control of the future of the company. The one who controls the customer's happiness is the salesperson. This is one reason why I wanted to give the personnel some tools to find their style in quality customer service and to leave the customer no choice but to always return to the store with the most outstanding service combined with deep knowledge about the products.

The actual writing of the thesis started in January 2012. At first information was gathered from brand web sites and brand books. During the spring there were also two training events at Retadan Oy, watch importer of TAG Heuer, Raymond Weil, Maurice Lacroix and Zenith. Invaluable information was given about especially TAG Heuer and Raymond Weil watch brands. Brand books were provided by Timo Leinonen that gave a better insight to ZENITH especially, whose watches are very complicated. Mr. Leinonen also gave answers about what attributes effect the watch pricing for example. An actual interview did not take place but the topics that were not clear and where information could not be found in any books were discussed.

The CEO of Laaturu Oy Ari Silván also loaned the Kellomies book that proved a great help as well. Due to the nature of the thesis most of the work was done by sitting down, going through the materials and writing down the most essential parts. Because the guide is targeted at those who are just starting to learn about watches the guide cannot be too technical or too long. Putting limits to the information provided was difficult but necessary since the product is not supposed to be a book about watches.

Marketing images is very popular and every brand has their own image that they want to sell. These images affect the buying behaviour and should be taken advantage of. (Hämäläinen & Methner, 1994. 17-18.) Because the watch brands are as well advertised

to represent a certain lifestyle or status and to tell a story of beauty or maybe of wild car races I wanted to bring the same feeling of the brand image in the information given about each brand according to what the companies want to communicate. Knowing what the brand wants to tell to the customer might also help to determine what kind of watch a certain type of customer might be looking for. Knowing a bit about the stories behind the timepieces will give an interesting addition to the actual sales situation. Owning the same type of Omega watch, that has been to the moon and back, gives additional value to the customer and perhaps a conversation starter among other watch enthusiasts. It is so much more than an item that shows the time, a watch can represent many things to a person depending on what their interests are.

Customer service is part of the quality of the products sold. Only if all of the employees understand what the quality of the operations presented mean can the goal of quality customer service be reached. In other words the image given to customers by sales personnel affects the image of the company and the products sold. (Pesonen, Lehtonen & Toskala 2002. 95.) This is why these subjects cannot be separated from each other and I find important to teach them right from the beginning to the new employees.

Due to work mostly time suddenly became scarce and the imperfections of the thesis became obvious at the end. Better time management should have been considered already during fall 2011. The insight to customer way of thinking or consumer behaviour should have been more discussed to get the full advantage in the sales situation. I would have also liked to discuss about what kind of customers buy what kind of watches but that would have needed more specific research since you can never tell just by looking at a person what they are looking for. Another interesting topic could have been the actual watch industry, which for some reason did not occur to me until there was no time left to write about it.

Even if not as impeccable as it could have been the guide already proved to have most of the key points that the customer might be curious about. The next day at work after returning the preliminary version I had a customer who came to look at Swiss watches. He was at first curious about what makes a Swiss watch so desired and why would he

want one. Then we moved to discussing TAG Heuer and Raymond Weil and found suitable models from automatic movements in Carrera and Link collections. Not to go through the whole situation he basically managed to ask almost every question I had just written about and I was very pleased to give him such thorough answers. This made me convinced that the information in the guide will be useful for sales personnel at Laaturu Oy. After discussing the sales situations with colleagues I found some points that the guide was still missing and was able to add them. After this I also received information from the CEO of Laaturu that after reading the guide he truly believes it will be of great use in the years to come.

The writing process of this thesis has taught me many new things about watches and given me new insight to customer service, especially regarding customer complaints. New enthusiasm and perspective can always be found and acquiring more knowledge about the products you are selling will make selling that much more interesting. Even after many years in the field.

2 Laaturu Oy

Laaturu Oy was founded in 1976 by Keijo Silván and is now owned and run by family Silván. There are over 10 stores all located in Southern Finland with around 60 employees. Turnover in 2011 was about 9 million euro.

Silván jewellery collection includes over 300 different models. The jewellery is made in Hyvinkää by highly experienced gold smiths and raw materials have to fill the highest quality criteria. Diamond jewellery collection includes a wide range of rings, earrings and necklaces. These Finnish wedding rings are valued for the high quality of diamonds and craftsmanship. Each ring is made to fit the customer perfectly and to last forever.

Laaturu stores also have a wide range of watch brands from high-end Swiss watches such as Rado and Omega to inexpensive brands such as Go Girl Only and Leijona with Japanese quartz movement. In Laaturu Jumbo alone there are almost 20 different watch brands to choose from. In the city centre store there are more expensive and prestigious brands such as Zenith.

3 What is quality customer service and how to achieve it

There are two ways to gain a service reputation; having the best service in town or the worst. (Kotler 2003, 168.) Unless your business plan is to differentiate with the worst service in your field then attention to customer service is needed.

The same products you are selling can usually be found right behind the corner in the competitor's store. It is a time of production overcapacity where it is the customers that are scarce not the goods. If you are not thinking customer, you are not thinking. If you are not taking care of your customers someone else will. The customer is who feeds you and must be seen as the financial asset that needs to be appreciated. This asset needs to be managed and maximized like any other asset. The goal is to keep your customers longer than you keep your products. (Kotler 2003, 36-37.)

So the key to success is the quality of customer service. Knowing what quality customer service is from the customer's point of view, knowing how to do it and then doing it every time over and over again with every customer. The challenge is making every customer feel that their needs are answered and their expectations exceeded, making them leave exhilarated. When the customer is happy, everybody wins. (Performance Research Associates 2003, from now on referred to as PRA, 9.)

Only making customers happy is not sufficient anymore. Making them happier than your competitors would is what you need to do. Exceptional companies make customers leave delighted. The results may not show immediately but you will see them in time when the customer keeps coming back to you. Then you can give them better benefits and let them know they are appreciated, give them an incentive to climb to the "platinum" category. See the individual in every customer not only a customer in every individual. (Kotler 2003, 38-39.)

3.1 You are the company

From the customer's point of view the person that they are talking to is the same as the company. They do not know or care what is in your power to do for them or what your position in the company is. What this means is that the face of the company is

you. You are the one that gives the impression to the customer what the company is like. You are the one that is there to solve their problems and to find them the right solution. (PRA 2003, 10.)

Think about what you would expect from the sales person when you are buying a new expensive watch for yourself. You would expect them to notice you as soon as you enter the store, to treat you with respect, talk politely, ask questions about what you are looking for in a watch, present different options and tell you about their differences and features. You expect the sales person to know the products well and to be able to answer your questions. You want them to find the answer for you if they do not have it. You would also want the same store helping you in the future if you have any problems with your product. These are the bare minimum that you would expect as a customer. A good salesperson however knows how to find ways not just to reach the bare minimum standards but to find ways to make the customer so happy with the service that they will return again and again.

3.2 Exceeding expectations

The situations where the service is fluent and everything goes smoothly are regular situations in every day life of customers. They will not be remembered. Only when the quality of service exceeds customer expectations will it be remembered and it will have an impact on the future business making. (Jokinen, Heinämaa & Heikkonen 2000, 235.) That is what a professional sales person strives towards.

3.2.1 Greeting the customer

Bob Phibbs, also known as the Retail Doctor, talks about how to greet the customer in his video lesson (2010). You might think that it is something that you do not even need to think about, but it is not such a simple thing. It all starts with how you first approach the customer and how quickly you do it. According to Mr. Phibbs you should greet the customer within 15 seconds as they enter the store. If you give a negative impression right in the beginning it might be difficult to correct later.

Usually when sales personnel greet customers they start with “Can I help you?” or the worst greetings “Yes..?” or a just an asking look, that communicates “What do you want?” that you might get in some stores. Mr. Phibbs (2010) talks about greeting the customer same way you would greet a dinner guest. Imagine what those first greetings would sound like when you open your door to a guest, not very nice. You would much rather hear good morning, good afternoon or good evening. This is the way to start when you want to build a relationship with the customer.

At this point you can also get creative. Greeting the customer with simple “Hello, are you looking for a watch for yourself?” or “Good morning, would you like to try on that bracelet?” or anything that you come up with is great to begin with. Just try not be ordinary. Try new approaches and find out which ones work best. Getting the conversation going is the key issue here. If you happen to be helping another customer at the moment when next one comes in, be sure to acknowledge them and make them feel welcome at least with a smile and a nod. (Koirikivi 2010.) Being different from other sales personnel at the competitors’ makes you stand out and helps the customer remember you and say I will definitely go back to that store. (Phibbs 2010.) Exhilarated customer is also bound to spread the good word.

3.2.2 Attitude of a professional

Service attitude means wanting sincerely and genuinely help the customer and find the right solution for them. The genuine service attitude comes from wanting to perform well, to make profit and see results. The best result is indeed a happy customer that has had their problem fixed and their demands met. (Jokinen, Heinämaa & Heikkonen 2000, 235.)

A professional salesperson can be distinguished by their attitude. They take pride in their profession, have ambitions, are motivated and see selling as a way of life. It is not just a job for them and that is why they also experience joy when making a sale. (Koirikivi 2010.) If the sales person understates their knowhow and themselves it shows in every aspect of their work performance. They will send nonverbal messages with their demeanour that the customer will pick up and most likely will not get very

exited about doing business in that store. Without enthusiasm there will be no results. (Jokinen, Heinämaa & Heikkonen 2000, 235)

When you have the right attitude towards customer service you will continue to exceed expectations without consciously following some guideline or protocol. The right attitude will help to build long-term partnerships and spread good word of mouth. (Liew 2006.)

To go a step further why not become a guru of your field? Because the customer wants to ask for advice from someone wiser than themselves, the specialist, you should become one. A specialist is someone who knows more than the customer, it is that simple. There is no need for an education of your field (although that helps) or a granted permission from a higher level for you to become a guru. It is all up to you and your attitude. Study all there is to know about your products and no one can deny that you are a specialist. (Parantainen 2008, 243-245.)

No one can become a guru over night and if you are determined to become one the fastest way goes through a bookstore. In a couple of years there is plenty of time to read many books that someone wiser than you wrote. If you also have the ability to put that knowledge into practise you will without a doubt become the specialist of your field. (Parantainen 2008, 36.)

3.2.3 Differentiate

When a product is basically the same, say Swiss watches that have all the same functions, there are still ways to differentiate. Kotler (2003, 49-50) lists them as following:

- Physical differentiation. The products look different. Different sizes, shapes, colours and prices.
- Brand differentiation. The products bear different brand names such as Rado or Omega.

- Relationship differentiation. The customer has developed a satisfying relationship with one of the suppliers. The customer might have gotten their problems solved fast by that company and therefore they want to stick with the brand.

All commodities can be seen as products waiting to be differentiated. As Frank Perdue, who produces a popular brand of chicken put it: "If you can differentiate a dead chicken, you can differentiate anything." (Kotler 2003, 50.) If any product can be differentiated so can any service event.

Ways to differentiate by Kotler (2003, 51):

- Service: delivery, installation or introduction, customer training, consulting, repair or after service.
- Personnel: competence, courtesy, credibility, reliability, responsiveness and communication skills.
- Image: symbols, written and audio or video media, atmosphere and events.

The ways that personnel can be differentiated will be discussed in the next chapter that introduces the RATER model.

Management and leadership guru Tom Peters summarizes the point of differentiating with a mantra: "Be distinct or extinct." (Kotler 2003, 50.)

4 RATER model

In the following chapter is introduced the RATER model. It was developed by Leonard Berry from Texas A&M University along with his colleagues Zeithaml and Parasuraman. This model is still as valid as ever and discusses about the five factors on which the customers evaluate the quality of customer service. (PRA 2003, 14.)

4.1 Reliability

Keeping promises to customers is the first important thing to take care about. Doing what you have said you would do and doing it on time shows reliability. From the customer point of view there are three different parts of service promise: organizational promises, general expectations and personal promises. Companies give promises all the time in forms of advertisements and guarantees of their products. Some companies may set the norm and then customers will presume that every company works the same way. (PRA 2003, 16-17.)

For example Laaturu Oy promises to change the battery to a new watch they have sold for the same price if it runs out in a certain period of time. This might not be the case in every company because the battery is a consumable and therefore is not included in the warranty. This might set a standard of service quality for customers if they buy a watch from another store.

Customers also have general expectations of what you can or cannot do for them based on experiences of you and other service providers (PRA 2003, 17). Another store may have a watch smith on the premises where the customer usually goes to change the batteries to their watches and are then disappointed if you cannot change the battery while they are waiting because you are not a watch smith and do not have the necessary equipment and know-how. In another store they may change the battery even if the watch is water resistant and should be tested after opening. Then the customer might not understand why your company has the policy of sending their watch to the watch smith to get the battery changed. It might not help to explain that it is for their personal good and that the watch will not hold water if not properly taken care of.

Personal promises are what the sales personnel can influence on since they are the ones who usually make them. Knowing what you can promise to your customer and understanding what the customer expects are the key points. Saying that you will contact the watch importer on Monday and then call the customer is a promise and you will need to keep it. If for some reason you would not get the answer on Monday you should then notify the customer that you will get back to them as soon as possible. If you fail to notify them they will surely call back and probably will not be very happy. Increase your reliability by keeping your promises.

4.2 Assurance

If a smile and good manners would be the right answer to everything you would get quality customer service almost anywhere. But unfortunately it is not as simple as that. You need to show the customer that you are the professional that you are by showing confidence and by convincing them with everything that you do. You want to communicate that you are a skilled and well educated professional. (PRA 2003, 23.)

Basically what assurance means is the employees' knowledge and courtesy and their ability to inspire trust and confidence. (Monash University ABN 2005.) There are four aspects to this:

1. Knowledge base. The customers expect you to know the products that your company sells inside out as well as all their benefits. (Remember that everything has a feature and a benefit.)
2. Knowledge about your company. The customers expect you to know everything that goes on in the entire organisation even if it is not your business to know about it.
3. Listening skills. When the customer is telling you what they want and need they expect you to listen, understand (so they do not have to repeat what they just said), react accordingly and ask specifying questions. They also expect you to be honest.

4. Problem-solving skills. Customers expect you to fulfil their needs as soon as they express them by finding the right solution or item from the products that you sell. You are expected to react quickly.
(PRA 2003, 24.)

Remember, you do get extra points from style. You send a message to the customers with your entire appearance; how you are dressed, the way you move or do not move, the way you stand, how you make eye contact, how you listen and answer and even how you take care of the customer you have before them. All of these things either convince the customer of your professionalism or they do not. (PRA 2003, 25.)

4.3 Tangibles (concrete environment)

Do the employees as well as physical environment look attractive and appropriate? Tangibles are the physical appearance of not only the facilities and employees but all the equipment and communication materials. (Monash University 2005.) Remember that everything communicates and it happens whether planned or not. Everything starting from sales person's attire should communicate a consistent set of impressions about the company and its brands. (Kotler 2003, 18.)

Do not give the customer anything that you would unwillingly accept yourself. Handle the materials you give to the customer with respect and they will respect them as well and respect what you have done for them. Always hand leaflets and business cards straight to the customer and not on the table. Make sure you yourself look sharp and your environment where the customer moves and where they can see is clean and organized. (PRA 2003, 30.) When you have these things in check everyone will feel better about doing business, yourself included.

4.4 Empathy

Empathy in this case refers to caring individualized attention to customers. (Monash University 2005.) If a customer is uncertain of what they are supposed to want you can support and guide them towards the decision. Introducing them to different options

and explaining why one option is better than the other will make them feel more relaxed as they start to grasp the whole picture. (PRA 2003, 26-27.)

For example if a customer is buying their first watch and are thinking about a high-end Swiss watch that will last for their lifetime but are not sure what brand and qualities they are looking for you would start by a brief introduction and continue with features and benefits. You would find out by asking questions what are the best qualities for this specific customer. Not drowning the customer in an information overflow either because that would most likely confuse them even more and this would probably not lead to a buying decision. If the customer that comes to buy a watch is someone who knows already everything there is to know about watches you would ask them what qualities they are looking for and present them with the options that you have to match those qualities. You would certainly not start lecturing them about the world of watches. Treat every customer as an individual and you will be able to give personalized customer service that every customer will appreciate (PRA 2003, 27).

4.5 Responsiveness

People are more and more busy these days and handling things without delay is important if you want to please the customers. When setting time limits it is good to ask the customer if the delivery date is ok for them. Usually they will say yes. You can also ask if they are in a hurry and if they are try to get the job done as quickly as possible and inform the customer how fast it can be done. As discussed earlier involving the customer in the decision making process is always a good idea. Also make realistic promises that you can keep so that you can guarantee quality service. (PRA 2003, 21.)

5 Understanding customer mindset

Sales personnel and customers might have different ideas about what makes customer loyal to the company and what motivates them. Knowing the real reasons why the customer buys from your store or that particular product is not always a simple thing to find out (Parantainen 2008, 232-233).

5.1 Attitudes

Every one of us has attitudes that make us see life through certain filters. What kind of filters they are depends on our culture, education and upbringing. What this means in terms of selling is that the sales person might think that the customer thinks like they do when in fact the customer values different things. The sales person might present the features in a product that they see important and the customer does not see them as important at all. (Havunen 2000, 24-26.)

Roughly speaking there are two things that people want from interaction. First we want it to be somehow rewarding for us and we want to avoid so-called punishments. These punishments in a service situation could be sarcasm or contempt and the reward as simple as a smile. From this point of view the attitudes help us to adapt to different situations. In different situations we then tend to take different roles. Depending on what sort of person we are looking at across the counter determines how we act, on both sides of the counter. The easier the customer identifies your role the quicker they will know how to react to you and start to trust you. The way you dress is one simple but effective way of communicating your values. (Havunen 2000, 28-29.)

Everyone forms categories or boxes in their minds where they then put all the new information. Problems occur when the customer has no category for the new information and it goes to a wrong box. This means that the information most likely is understood wrong. When the customer does not understand when you are explaining about new features of an Omega watch for example and you are not getting anywhere it is best to go back to the beginning and explain how the new feature is related to the old ones. This way the customer can with your help build a new category in their mind. (Havunen 2000, 30-31)

Three components of attitude are what make the customer either buy or leave the product to the store. The three components according to Havunen (2000) are the following:

1. **Feeling.** Feelings can be positive or negative, they can make us bored or scared or excited. Feelings do not plan or have control but they react automatically to the stimulus in the environment and anything can cause an emotional reaction. The way this affects selling is the way the customer reacts to you as a sales person. The problem here is that people tend to evaluate everything as negative that is related to one thing that they evaluate as negative. This of course then works the other way around as well. The way the negativity can be solved is by asking questions why the customer sees the things as negative and try to make them realize how one thing distorts the whole way they look at the subject. (Havunen 2000, 37-40.)
2. **Knowledge.** From the point of view of a sales process is that we use our knowledge base for creating symbolic meanings for our environment. On the other hand some people act purely based on feelings. A salesperson can use the knowledge about how customer processed information as a tool. Firstly the customer interprets the information to make it personally relevant. Then the customer compares it to previous knowledge and processes this information to put it in a category as mentioned before. The key is to think what information is interesting and relevant from the customer point of view and for this particular customer. (Havunen 2000 adapted from John 1989, 41-44.)

The worst mistake is the so-called set-size effect. This is when the salesperson loads such amount of information on customer that they cannot process it anymore and feel it is best to keep quiet. When the information is kept in a simple enough level depending on the customer's previous knowledge the customer starts to digest the knowledge and making the sale can begin. Simple things such as asking the customer decide from two colours are a step toward closing the deal. (Havunen 2000, 41-44.)

Which side is more dominant, the emotional or rational, in a certain customer can be detected from how the customer reacts to certain information. If the customer is talking more about what colour blouse would the watch work with better it is safe to assume that the feeling side is more dominant and the detailed facts can be left aside. (Havunen 2000, 45.)

3. Action. Action includes the fact that we are going to act in a certain way, which leads us to motivation. Previous knowledge might drive our action to certain direction but by testing a product in practise our motivation might change toward buying that product. Motivations are usually quick and passing such as thirst that motivates to drink. Attitudes will then influence on what we choose to drink. Customer is motivated when the action is focused toward a goal such as finding an excellent watch to take time with at a sporting event. The salesperson can then use this motivation. Discussing about the customer's motivations is therefore important to make clear what the goals of the action (such as buying a product) are. (Havunen 2000 adapted from Eskola 1986, 47-49.)

6 Complaints and upset customers

Everything does not always go according to plan and it usually is not anyone's fault. There is no one right way to handle a customer complaint but there are steps that you can take that have been proven to work that you can apply when doing so. The main goal in a reclamation situation is to do what you can and make the customer leave satisfied if not happy. Everyone that works in customer service knows that the customer might not always be right but our job is to make them feel like they are. The goal is to keep them as customers and to show them that even if they had one bad experience it does not mean that there will not be many good ones to come.

Underestimating the upset customer may be your worst mistake. They have the power to permanently damage your reputation and reputation is hard to build but easy to lose. (Kotler 2003, 40)

6.1 Complaint is a gift

Seeing customer complaint as a gift is a difficult thing to digest. Learning a new way to look at customer complaints, or rather customer feedback will help the company improve. Seeing the complaint as a new opportunity to make things right and keep the customer is the right way to look at the situation. What the customer is really saying by being there and giving you feedback is that they still have trust in you and want to give you another chance and if you handle the situation well they will continue to buy from you. Grab this opportunity because most of the customers do not even bother to complain, they just move their business elsewhere. (Barlow & Moller 1996, 20-21.)

Put yourself in the customer's shoes. Think about how you would feel and think in the same situation. Think about what you would want to hear from the sales person and how you would like that situation to be handled. Try to see past the anger and frustration that the customer might have and focus on the issue itself. Seeing the complaint as a gift means not caring how the gift is wrapped. (Barlow & Moller 24-25.)

6.2 Steps to go through when handling a complaint

First step: Listen. Always start by really listening to the customer. What they have to say will help you to understand the situation and let them feel like they are really taken seriously and are being heard. This will usually already make the customer feel a little better and then you can start to solve the problem. Just be sure not to interrupt them while they are still talking. (Stepcase Limited 2011.)

Step two: Thank and apologize. Thank the customer for bringing the problem to your attention and sincerely apologize for the harm and trouble the situation has caused for them. (Stepcase Limited 2011). Explaining why you are thanking the customer will make it sound less hollow. Saying “Thank you for letting us know about the situation so we have a chance to correct it” or something that suits the situation best is good. (Barlow & Moller 1996, 88.) Apology should be expressed before starting to resolve the actual problem. When apologizing, make it personal by saying “I am sorry that this problem happened to you.” Remember that customer sees you as the company and not some mysterious “we”. (Performance Research Associates 2003, 99) Apologizing and thanking especially is not always an easy thing to do. Just be sure that you will let the customer know that you are sorry, sincerely. The worst possible thing is to say I am sorry with a smirk.

Step three: Ask questions. It may have been a long story and not very clear one that you have just heard so you need to be sure you have understood the actual problem. You may ask if you have something you still need to know or in a repeating way ask if you understood the problem right. The purpose of this step is to let the customer know that you admit that there is a problem and that you are taking the situation seriously. (PRA 2003, 113)

Step four: Find the solution. If possible try to find a mutual agreement that makes both parties happy. If you have a quick solution that will solve the problem it could be the best one. A disappointed customer usually does not want to wait long for the problem to be solved. You can tell the different choices there are that can be done. For example if the customer has bought a new expensive watch and an index has gone loose the quick solution would be to send it to the company's watch smith and not back to the

importers. You can involve the customer by asking if they would be willing to wait a bit longer if the watch is sent to the importers to be checked properly for any other problems as well. Involving the customer and asking what they would like to be done will make the customer feel more appreciated (PRA 2003, 114).

6.3 Towards a calm customer

Sometimes the customer is so upset that they express their frustration by shouting. It takes a really confident person to stay calm and to smother the instinct of running or hiding. Anyone can learn how to deal with these situations with a little help and practice. So when the customer is really angry and is getting personal with you here are some additional tips on how to turn the situation around.

6.3.1 Channelling the energy of anger

It is good to remember that angry people do not tend to get angrier when they are treated well and with respect. Under no circumstance make the customer feel pressured and make sure you do not let your own emotions control you but remain objective and calm. The goal is to lead the customer away from anger towards a more productive conversation. The stages of anger can be seen in a similar way as the stages of grief. (Barlow & Moller 1996)

Customer	Sales person
<i>Denial and anger:</i> "This cannot be happening!" "There must be a mistake!"	At this point <i>answer</i> all the questions and give as much information as possible.
<i>Blaming:</i> "You are so incompetent! You do not know anything here!"	At this point <i>listen</i> and remain calm. Remember that you are receiving a gift. Not a very nicely wrapped one but still a gift. <i>Hear</i> what they have to say.
<i>Bargaining:</i> Customer is looking for a way to solve their problems. Anger begins to fade.	Chance to form a new partnership with the customer and participate more actively to the conversation. Turning the situation towards solving the problems.

<p><i>Acceptance.</i> Customer begins to feel like their problem is being solved either right away or in the future.</p>	<p>Make sure that the customer is satisfied with the solution and make sure they truly are.</p>
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Figure 1 Adapted from Barlow & Moller 1996

Not letting the customer go through the steps will only get you back to the beginning so be patient. Do not get defensive at any point. (Barlow & Moller 1996, 100)

The goal of a troublemaker is to provoke you to a counter-attack. If you react, they win. (PRA 2003, 115) Asking questions helps the customer to move from the emotional side of thinking to rational and it will help to calm the situation. Usually three questions will make this change. Try to make a list of questions that will give a positive response that you can then use in the future. Remaining calm in a difficult situation will also give you the sympathy from other customers that might be in the store at that moment. If you start to get aggressive toward your customer the others will more likely identify themselves to the angry customer and yours and your company's reputation will suffer. (Barlow & Moller 1996, 100)

6.3.2 Forming a partnership

In order to turn the hostility into something positive you need to form a partnership with the customer. This means getting on the same side with them. (Barlow & Moller 1996, 103) Studies show that the customer is happier if they are able to influence the outcome so make them feel like you are solving the problem together. (PRA 2003, 102) Talk about we and let us see what we can do together about this situation. You can also ask the customer to tell you everything that has happened and maybe check to see that you understood right. (Barlow & Moller 1996, 103) When the problem is then solved the solution becomes "our" solution that was created together and not just something that the sales person pulled out of a hat (PRA 2003, 102).

Getting on the same side and forming a partnership also means handling the situation from beginning to the end. If you need to bring someone else to the situation then make sure that the customer knows why you need to do that and let them know that you will follow the situation and make sure that everything is taken care of. (Barlow & Moller 1996, 103)

There is an exception to every situation. When dealing with a bully that keeps insulting you personally, who makes you upset and will not let you help then its is best to direct them to a colleague. This usually helps them to move on with the matter as they have already had the opportunity to vent.

6.3.3 Using positive expressions

Erase negative words from your vocabulary and it will get you much further. Phrases such as no, I cannot, impossible, you must, but and even I will try will get you nowhere fast. All that the customer will hear in the sentence is the negative tone even if you mean well. (Barlow & Moller 1996, 102-103.) This does not only apply in difficult situations but in every situation with a customer. Here are some examples of choosing your words wrong:

- Reading minds: "Are you sure you really did not want a quartz watch?"
- Condescending attitude: "Maybe you forgot to wind the watch?"
- Understating: "This is nothing compared to what happened to this other guy."
- Blaming: "You should have known that the watch cannot hold water out..."
- Unadvised counsel: "This would not have happened if you only would have..."

(Barlow & Moller 1996, 103.)

So instead of saying I will try say I will. At least sound convincing even if you are not convinced yourself. Instead of I don't know say I will find out what I can do and do it right then if possible. Saying I can get you the product (as soon as/) by Thursday will sounds so much better than saying I can get you the product but not before Thursday. (Barlow & Moller 1996, 103)

7 Making the sale

Knowing how to deliver the best possible kind of customer service will not do any good if the employee does not have the basic knowledge about how to make the sale and what are stages to go through. In the following chapter the basic ideas will be briefly presented.

7.1 Sales process

Here is the sales process according to Janne Koirikivi from Pro Kaupantekijät Oy:

- Greeting - Be different, try new approaches
- Opening the conversation - Get the conversation going to proceed further.
- Needs assessment – Ask open questions, find out what the customer is looking for.
- Offering solution – Find the best possible solution.
- Argumentation – Explain why that solution is the best one for the customer. Use the answers that you got earlier in your advantage.
- Additional sales – If there is a related product or service you can offer them at the same time when offering the solution. Argue why they are useful to purchase at the same time as buying the product.
- Closing – Bravely suggest that the customer buys the product. Try different ways to ask for the sale and if the customer wants to think about it ask more questions. Then communicate again the benefits the customer gets when buying this particular product. You did just find the perfect solution so why just leave it at that point and let the customer leave empty handed.

7.2 Feature and benefit

Everything has a feature and a benefit. Try to match the features with the wants that the customer has. (Retail Doctor 2010.) Here are some examples of feature and benefit to clear the concept:

- This watch has automatic movement; it takes its power from the movement of your hand so you will never have to worry about changing the battery.
- This watch has a diamond bezel so you will always have a beautiful piece of jewellery as well as a watch and it is suitable for every occasion.
- This watch has a leather band so you can easily change it to a different colour when you feel like it.
- This watch has a stainless steel band, so you do not have to worry about changing it like you would with a leather band.
- This watch is 100 meters water resistant so you do not have to worry about it getting wet when you wash your hands or if you like you can even go swimming with it.

8 Conclusions and suggestions

As a conclusion we can say that when dealing with people the most difficult part is, as you already know, dealing with people (PRA 2003, 108). But having the right kind of tools (read: knowledge) and learning how to use them will make it a whole lot easier. Without customers there is no business and without business you are unemployed. Learning how to differentiate with exceptionally good customer service including knowledge of your products will make the customers coming back and you can form a lasting partnership with them.

The subject of customer service in all its simplicity and complexity is very wide and the time used to write about it was not sufficient. This thesis and the topics discussed are just a scratch of the surface; the subject goes so much deeper. Customer service has so many different aspects to it that could be discussed from psychological point of view of customer behaviour to the management level on knowledge management for example but then again that could be a whole thesis on either of the subjects alone.

The management part was left out of this thesis entirely because the thesis was written with only the employees as the target group and the topics kept in line of what they can influence on. All of the greatest companies with the best customer service have the customer service carved in the very core of the company and the owners breathe it down to the employee level and make it possible for them to do everything in their power to excel in what they do. If the management level and the other departments of the company do not understand the value of customer service and do not work together to improve it the employees that actually deal with the customers might not be able to save the situation alone.

I would suggest that this thesis would be saved on the company computer and updated from time to time as seen fit when suggestions arise. The employees of Laaturu should give their opinions on the usefulness of the topics and what might be missing. As a suggestion for the management level I would suggest that company mission and vision and standards on service quality would be determined and distributed to all the employees. Knowing what the company values and what is expected from the employ-

ees are core essentials in my point of view. Setting common goals and other objectives, preferably with some incentives, help the employees to strive toward higher sales numbers and better performance all together. Development discussions would also help to determine individual goals as well as company goals. Feedback to employees is important to help them improve. These things would in my opinion support and enhance the learning and growth process of the employees. Also giving everyone the possibility to participate in training events to broaden the view on watch brands and what they represent would be advisable. Self-improvement is also recommended for there are infinitely books to read and things to learn about selling, customer service and watches.

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Attachments

Attachment 1 Introduction to Swiss watches

Introduction to Swiss watches

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Bachelors Thesis
Degree Programme for Multilingual
Management Assistants

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1 Introduction

The aim of this guide is to give general information about Swiss watches. The focus is on the high-end brands that are sold in Laaturu stores. Most of the brands sold in Laaturu stores with interesting history and details are introduced to get a general idea about what the brand represents. The aim is to give a feeling about the brand as well as the key features of their collections. The brand books at the workplace will give much additional information about the specific models and their functions. They are also a good help when presenting different options to the customer.

The presumption here is that the reader does not have much previous knowledge about watches in general. Therefore the most basic information is given from water resistance to maintenance. The new sales personnel may keep the guide at home and study it little by little as they familiarize themselves to the watches at work at the same time. The guide enables them to check and repeat the information at home supporting the learning process. At the end there is a watch glossary, which will help to learn the correct terminology. The content of this guide is kept mostly factual without additional theory in order to stick to the point, maintain readability and to enable faster checking of information.

At the training event of February 6th 2012 at Retadan Oy (importer of e.g. Zenith, Maurice Lacroix, TAG Heuer and Raymond Weil) we discussed with the TAG Heuer Brand Manager Mr. Timo Leinonen if it is his job to educate the sales personnel about the basic concepts of watches. I definitely agreed with him that it is the employer that should provide that information. These training events are not organized very often so the employee might have worked at the company for almost a year before they have the possibility to participate in one. As we discussed with Mr. Leinonen about the thesis he also thought that explaining the basic concepts and vocabulary is very important. The training events are to familiarize the employees better with certain brands so the terminology should already be familiar. So that is one of the most important aims of this guide; to teach the basics and vocabulary.

2 General information

There are many questions that the customer usually asks about the watches such as “Why is this one more expensive than that one?” and can “I go swimming with it?” Some basic things are good to know about watches no matter what the brand or price.

2.1 Water resistance

Some customers joke that the 100 meters means 100 meters away from the beach, which is not that far from the truth. The 100 meters certainly does not mean under the surface. They are suitable for swimming but not diving. The easy way to explain the water resistance is informing the customer that 100m equal 10atm or 10bar. Atmosphere or the pressure that the watch is put into in the tests can also be indicated in feet.

Water resistance is recommended to be checked once a year since it cannot be guaranteed other wise. It can be affected by the aging of the gaskets or a shock to the crown. If the watch has a screw-in-crown it should be carefully closed always to prevent water from getting in. If it has a regular crown it should be in a neutral position. The chronograph pushers or the crown should not be used under water unless the watch is particularly manufactured in that way that the water does not get in. These kinds of models are for example Omega Seamaster 300M and 600M. After diving or swimming in the sea the watch should always be rinsed with warm water. (OMEGA SA 2012.)

- 3bar 3atm 30m 100ft
Basic water resistance; the watch endures separate splashes of water.
- 5bar 5atm 50m 165ft
Splash proof, cannot be submerged to water.
- 10bar 10atm 100m 330ft
Swimming in surface water is possible.
- 20bar 20atm 200m 660ft
Suitable for diving.
- More than 200m are suitable for scuba diving

2.2 Chronometer or chronograph

These two terms get easily mixed up with each other and therefore are important to learn because they do have a big difference when selling a watch. Even with such similar names they do not actually have much to do with each other. They are both attributes of a wristwatch and a chronograph can be a chronometer also.

The name chronograph comes from Latin words *chronos* time and *graphein* write. A chronograph watch has additional functions in addition to the showing regular time. They are usually made for taking time in sports events and time can be taken as accurately as 1/1000th of a second. In split-seconds also known as *Rattrapante* the other timing hand can be stopped and read while the other one keeps going. With a push of a button it catches up with the other hand. Other functions can be flyback, tachymeter, telemeter, foudroyante, pulsometer or a multifunction among other things. The right term for an additional function is complication. (Vuorenpää 2011, 85-86)

All watches with sub-dials are not chronographs. Some watches show day, week days and months in the small dials but do not have the additional timing features. When buying a chronograph the customer might only want a more interesting look for the watch with the sub-dials. In this case a watch that has small seconds and day and date in the sub-dials will serve the purpose well. But if the watch is wanted for its additional time taking features it needs to be an actual chronograph. It is good to check from the customer which is the case.

A chronometer is a watch that has received a C.O.S.C. certificate. The certificate is a sign of very high precision and quality. To receive the certificate the movement is tested for 15 days in five positions and different temperatures. The mechanical movement either automatic or manual must meet the seven criteria defined by ISO3159 standard and applied by the COSC. The accuracy of the movement must maintain between -4/+6 seconds per day. (TAG HEUER 2010, 26.)

2.3 Battery life

Customers are usually very interested in how long the battery is going to last in their watch. Some watches promise a ten year battery life but the common life expectancy is from one and a half to two years. In a new watch the battery can easily last longer than that. If a battery starts to run out sooner than the normal time period it is an indication that watch need to be taken to the watch smith for cleaning and maintenance. If the watch has some additional time taking features or other features then like in mobile phone, if used a lot it will eat up the battery much quicker. If not going to be used in a while the crown can be lifted up to so that the battery will not run out.

2.4 Price

There are many things that may influence the price of a watch. It is not always easy to say what they are when looking at two watches that are both automatic and look about the same with same functions. Here are some things that have to do with the price:

- hand made leather band (crocodile, snake)
- hand polished and finished
- materials used such as diamonds and gold
- quantity of watches produced
- how long it takes to make the watch (time is money)

2.5 Maintenance

When taken good care of a mechanical watch is a partner for life. But no matter if it has been used daily or if it has been in a drawer it will need maintenance. The oils will dry and it will cause friction, which will then cause the parts to wear. Also the quartz watches need maintenance because of the moving parts. A digital watch is the only one that can be taken care of by changing the battery and seal. (Vuorenpää 2011, 41)

It is recommended that the watches are sent to maintenance around every five years. The watch will let the owner know if there is need for maintenance by lagging or with shorter power reserve. When the watch is maintained regularly the costs will not grow

too big. If it has not been maintained properly and there are many worn parts the cost will be hundreds of Euros. (Vuorenpää 2011, 41-42)

Wrist watches are micromechanical devices and all the maintenance should be left for a watch smith. Even a small piece of dust or dirt inside the watch can cause the whole mechanism to jam. That is why no one should ever open the watch by themselves at home. The back should not be opened unless it is really necessary. In the wrong hands there will easily be scratches that cannot be polished off. The back also wears a little bit every time it is opened and the seal will not settle in the same place where it was. That is why the watch smith does a water resistance test to the watch resistant watches after every time they have been opened. (Vuorenpää 2011, 42)

2.6 Materials

It is a common belief for some reason that steel does not get scratches on it. Most wrist watches from inexpensive ones to the high-end brands have stainless steel bracelets and they all get scratches on them. They can be polished to some extent but deeper scratches are usually there to stay, which is perfectly alright. Watches are usually bought to be used daily so if the signs of living show on them it should not be too big of a deal.

To clean the metal bracelet it should be washed carefully with water and some soap. An old toothbrush can be used if the bracelet is really dirty. If the watch is not water resistant be careful not to get water on the case and then dry the bracelet carefully with a soft cloth. (TAG HEUER 2010.)

Leather strap usually last about a year and after that they are in most cases in such a bad condition that they need to be replaced. Original ones can be ordered from the importer of the particular brand as can the stainless steel bracelets or sometimes they can be replaced with inexpensive ones sold in the stores. If the watch is not that expensive the customer might want the cheaper option but to maintain the value and the original look they usually prefer to order the original one.

Most watches have the stainless steel bracelet but ceramics is becoming popular with many brands as well. Rado has long been known for the high-tech hypoallergenic and scratch-proof watches. Another interesting material is titanium. It is also suitable for the allergic and resembles steel but is much lighter (40%) and a little bit darker shade of grey. The colour is matt but is many times polished shining for a nicer look. Other good qualities of titanium are that it does not scratch easily and it does not magnetise. It is also warmer against skin, which is a good selling point for the elderly and why not for others as well. Rado used titanium also in their safety clasps. (Vuorinen 2011, 290.)

2.7 Swiss Made

To get the label Swiss Made the watch needs to meet some standards written in law. There is a certain amount of work that needs to be carried out in Switzerland to be able to call the watch Swiss Made. The watch has to be assembled in Switzerland and at least 50% of the components of the movement need to be manufactured in Switzerland even if there are some foreign parts. The assembling includes the motor of the watch and the watch itself; fitting the movement with the dial, hands and the various parts of the case. The testing of the movement must also be carried out in Switzerland. (TAG HEUER 2010.)

3 Movement

Watch movement is either quartz or mechanical. Sometimes it is difficult to decide which one to buy because they both have their good qualities.

3.1 Quartz movement

Quartz movement is found either in analogue or digital watches or they might be combined together in an ana-digi watch. The power in a quartz movement comes from the battery. Different quartz watches might require more than one battery for source of power, for example those that have two or more dials to show another time zone. In a quartz movement a Quartz crystal acts as the “main spring” of the watch and it vibrates almost perfectly regularly. This makes quartz watches very accurate timekeepers. (Vuorenpää 2011, 61-62.)

3.2 Mechanical movement

There are two types of mechanical movement; manual and self-winding also known as automatic. Like the name tells us the manual watch needs to be wound manually every day for it to keep running. These days there are not too many manual wind watches in stores because they are not as convenient as the automatic watches. The automatic watch needs only a start-up winding and it will draw more power from the movement of the wearer’s hand.

The marvellous thing about a mechanical watch is that it requires no fuel or steam or air pressure or anything extra in order for it to keep on going. When all the other machines will fail, the car will run out of fuel, battery will die from your mobile phone and the quartz watch will finally stop without a new battery, in the mean time the mechanical watch will always be ready to go. (Häussermann 2010, 26)

The power source of a mechanical movement has been the same for hundreds of years now, it is the long flat metal spring that is coiled up and fixed at both ends. The opposing forces provide the power to the watch. The spring powered movement is the only

movement that requires only one burst of energy and the watch will run up to 50 hours. (Häussermann 2010, 22-24)

So what then makes the watch run accurately? Häussermann (2010, 69-70) described in his book:

The basic requirements are a clean and well-lubricated movement, a mainspring that supplies as constant a torque as possible, a train with cleanly cut and perfectly mounted wheels, an accurately working escapement and, of course, a well-adjusted balance made from non-magnetizable materials that are barely susceptible to changes in temperature.

More detailed description of the inner life of an automatic watch can be studied from example 1001 wristwatches written by Martin Häussermann 2010 or from Kellomies by Joona Vuorenpää 2011. Although the TAH Heuer brand is evolving so fast the even Vuorenpää's book is not up to date anymore even if published last year. Although a salesperson does not need to have the same level of knowledge about the movement as a watch smith it is an interesting subject to get acquainted with.

3.2.1 Winding

When an automatic watch has not been used for a day or a longer period of time it needs to be given a manual winding in order for it to get started properly. The crown can be turned back and forward or only forward about 20 times. It does not really matter which way this is done because the watch can only be wound up in one direction, which is usually clockwise. (Häussermann 2010, 21)

If the wearer of the watch has a tranquil job or otherwise does not do much with their hands the watch might need to be given some daily extra winding to keep it running. Just as baroness Beatrice "Bebbe" Langeskiöld, who my mother once worked for once said: "Oh dear, I am much too lazy for this watch." In 1972 Bebbe came back from Argentina with her husband and had received the automatic watch as a present. The problem was that she did not work, which resulted that the watch had always stopped.

4 Omega

Omega is known for many accomplishments in space, on land and in the oceans. They have contributed to the art of watchmaking since the founding year 1848. The core identity still remains the same: innovative watchmaker. Some of the great achievements are the Co-Axial escapement launched in 2007 to deliver better chronometric performance and longer service intervals, the silicon balance spring Si14 and Liquidmetal. The latest innovation is Ceragold that was presented at Baselworld 2012. It combines ceramics and 18 carat gold. Omega holds more precision records than any other watchmaker and the watches have been awarded nearly as often for their excellence in design. (OMEGA SA 2012.)

4.1 Constellation

Key points to keep in mind of Constellation by Omega (2010-2011, 17):

- The case and the bracelet integrate with a smooth continuous line.
- The claws have decorated Constellation since their first introduction in 1982.
- The bezel has either roman numerals as hour markers or is paved with precious stones.
- The half moons at 6 and 12 o'clock allows the harmonious integration of the bracelet.
- The case back features a medallion with an observatory underneath a constellation of eight stars or sapphire crystal.

4.2 Seamaster

The Omega Seamaster is known to many from the 007 movies. James Bond wore a stainless steel Seamaster Diver 300M with blue dial and in the latest movies Casino Royale and Quantum of Solace also a Planet Ocean 600M with black dial. (OMEGA SA 2012.)

Key points to keep in mind of the Seamaster by Omega (2010-2011, 101):

- The case is identified by its curved lugs just like the Speedmaster models.
- The crown is screwed in and protected by the case.
- The dial has highly contrasted hands and hour markers for easy readability.
- The bezel is plain, rotating for divers' and GMT models or paved with diamonds.
- The case back features an embossed seahorse medallion or a sapphire crystal.
- The bracelet is inspired by the Railmaster bracelet of 1957.

4.3 Speedmaster

For many people the Speedmaster represents the ideal chronograph with its functionality, reliability and durability. The manual-wind Speedmaster is better known as the Moonwatch. It has served in more space missions than any other wristwatch and been a part of Arctic expeditions among other adventures.

The Co-Axial calibre 9300/9301 was added to the latest model and it received the COSC certificate. It is the first version of this in-house calibre to incorporate a chronograph function. Like the original Speedmaster Professional Moonwatch the Speedmaster Co-Axial has Super-LumiNova indexes, the two dots at the 12 o'clock position, Moonwatch style varnished hands and black dial with black tachymeter on bezel. (Kessler 2011, 0:39- 0:40)

A welcomed addition to the 9300/9301 is the time-zone function, which allows the hour hand to be moved without stopping the watch, very handy feature for travellers. And if you are certain that you will not need the chronograph function that is positioned at 3 o'clock that normally shows the 12-hour and 60-minute counters there is another secret to it. Press the chronograph start button precisely at noon or midnight and the small dial becomes another clock for the other time zone, which ever is chosen. The main hour hand can then be set with the rapid time-zone function with moving only the hour hand. (Kessler 2011, 0:39- 0:40)

The Si14 balance spring is yet another innovation that was fitted to the 9300/9301 calibre on a free sprung-balance. Silicon has the qualities that Omega was looking for

to improve the balance springs chronometric performance. It is impermeable to magnetism, temperature and aging and therefore it was chosen. (Kessler 2011, 0:39-0:40)

Key points to keep in mind about Speedmaster by Omega (2010-2011, 155):

- The case is identified by the same lugs as in Seamaster.
- The crystal is box-shaped and either made of hesalite or sapphire crystal.
- The case back has an embossed seahorse medallion or a sapphire crystal.
- The bracelet has two polished lines and is inspired by the Railmaster bracelet of 1957.
- The bezel has a tachymeter and was a world premiere in 1957.
- The movement is a mechanical chronograph.

4.4 De Ville

Key points about De Ville to keep in mind by Omega (2010-2011, 187):

- The movement shows advancements in watchmaking craftsmanship at OMEGA.
- The bezel features either an elevated two-level-design or is paved with diamonds.
- The case has highly elaborated curves.
- The dial bears up to 57 manually applied elements showing a passion for detail at OMEGA.
- The case back features an embossed image of Chronos the god of time or a sapphire crystal.

5 Longines

Longines belongs to the upper part of the middle price range. They suit business men as well as more rugged pilots with their stylish look. In the top of the collection is the Master Collection with an excellent price quality ratio. Other refined collections are represented by Evidenza, Spirit and Heritage collections. The Legend Diver no date that was almost identical to the Longines 1960's diver model was so highly popular with price being only at 1500€ that it was sold out from the entire world by the end of last year. (Vuorenpää 2011, 198.)

5.1 Elegance

The DolceVita collection celebrates the Italian spirit and joyment of life with the trim lines of 1930's mixed with the glamour of 1950's. Longines DolceVita is easily recognizable from the rectangular case shape and of the small seconds at 6 o'clock in some of the models. Longines PrimaLuna offers contemporary, sophisticated elegance. Symbolizing the passing time, living time and the moon with its rounded delicate lines the PrimaLuna is recognized of the round case.

5.2 Sport

Longines Sport Collection consists of HydroConquest, Conquest and Admiral. The HydroConquest is homage to the men who have dedicated to conquering the oceans and enthusiast of the open seas. The HydroConquest is equipped with all the features that a diving watch needs. The Conquest represents the sporting elegance of Longines. Special attention is put to the aesthetics of the watch with bezel, the cabochon crown and the links, all made from ceramics. The technical features meet the requirements of any sportsman or a woman. The Admiral communicates sporting performance with attitude, spirit and form with the 24 hour second time zone suits the frequent traveller. (Longines Watch Co 2005)

6 Rado

The very first timepiece collection under the name Rado was presented in 1957. Today Rado is sold in 121 countries all over the world with 260 service centres. In 1962 the DiaStar was introduced, the first scratch-proof watch. After that there have been countless innovations. Since 1980's Rado has used the special high-tech ceramics that has made them a well-known brand. The greatest sensation is the V10K with a hardness of 10,000 Vickers making it the hardest watch on the planet. Rado has also won over 30 international design awards with the special aesthetic qualities of their watches. (Rado Watch Co, 2011)

6.1 V10K- the hardest watch on the planet

Main sales features of Rado V10K (Rado Watch Co. 2011.):

- The hardest watch in the world.
- Surface resistance of 10,000 Vickers is equivalent to natural diamonds.
- First and only watch made of high-tech diamond.
- Convex sapphire crystal.
- Case back of hypoallergenic titanium.
- Diamonds for Jubilé version are of top rating: TW VVS.
- Rubber strap is ultra-resistant.

6.2 Ceramica

Main sales features of Rado Ceramica (Rado Watch Co. 2011):

- Ceramica is a design icon
- Case, bracelet and crown are of high-tech ceramic.
- Inner chain of bracelet is of hypoallergenic high-tech composite.
- Safety clasp of hypoallergenic titanium.
- Multifunction watch that has seven additional digital LED functions.
- Quartz chronometer allows accurate time keeping to 1/10th of a second.

- Pavé version has 18 carat gold dial with precious stones.
- Jubilé version has TW VVS diamonds.

Other models feature same high-tech hypoallergenic materials, which are scratch-resistant and therefore suit anyone but especially those who cannot use steel watches. Sintra is also COSC certified. Other models are r5.5, Integral that offers absolute comfort with the flexible bracelet, True, D-Star, Esenza with Fibonacci sequence in some of the models, Centrix and Coupole. (Rado Watch Co. 2011.)

7 ZENITH

From North Pole to South Pole and to cockpits of a fighter jet the ZENITH is a watch for any adventurer. With 2,333 chronometry prizes and 297 filed patents this company has existed for 146 years. It takes nine months and 80 different professions to make ZENITH watch. At ZENITH they believe in three principles that are necessary for building a timepiece: beauty, exclusivity and precision. These are the values and trademark of every ZENITH timepiece and they are all manufactured in-house. This means that the customer can always get their watch restored. (ZENITH 2010, 17.)

7.1 Uniting all watchmaking

Georges Favre-Jacot (1843- 1917) the founder of the Manufacture was determined to create the most accurate and reliable watches of his time. Until that time all the watchmakers had been scattered around, which made it difficult to follow the whole progress and the way that all the parts interact in the complex mechanism. (ZENITH 2010, 19.)

Favre-Jacot decided to unite all the professions together in the same facilities. Then for the very first time, all the watchmakers were under the same roof in a spacious bright room. Now the components and the whole mechanism could be tested and improved easily. Results came quickly and they were indeed the most accurate watches ever made. The Manufacture is still found in the same location where the first workshop was built. (ZENITH 2010, 19.)

7.2 El Primero

Precision at ZENITH has its own name and that name is very familiar to all watch enthusiasts, it is called El Primero. The El Primero is the most accurate standard mechanical calibre in the world and could be called the Rolls Royce of chronographs. The secret is in the high- frequency balance wheel that pulses at ten vibrations per second when the other watches generally reach 8 at the best. (ZENITH 2012, 17.)

Making the El Primero movement involves nine months of work, 20 watchmakers, 5,500 operations, 50 milling operations on the bridge side, 5 to 50 operations per component and 18 different metals in the classic version. The development process has included many innovations such as the dry lubrication that ensures excellent long term stability and the power reserve to match the energy-consuming frequency. (ZENITH 2010, 71.)

7.3 ZENITH Tourbillon

Not only can the manufacturers of a tourbillon be counted with one hand at ZENITH the tourbillon is coupled with another watchmaking complication, the chronograph calibre El Primero movement that beats at 36,000 vibrations per hour. This makes the fastest tourbillon in the world, the 4005 movement, with a running time of 50 hours. (ZENITH 2010, 51&77.)

The ZENITH tourbillon has an asymmetric design that enhances the mechanism making it exceptional in more ways than one. The rotating carriage is revealed from a window of the dial in the upper left corner with the date that is created as a single piece with the bridge, one of the patented systems. The power for the running time comes from an in-line escapement which offsets the spiral balance to the edge of the rotating carriage. The calibre has 380 components of which 67 are in the rotating carriage and still the thickness is only a millimetre more than the original El Primero chronograph. (ZENITH 2010, 77.)

7.4 Academy Christophe Colomb

It took five years to make and the result is the first watch where the rate is completely independent of its wearers' movements. Defying gravity the regulating organ remains in a horizontal position no matter whether the owner is golfing, driving a car or doing cartwheels. The idea came from marine chronometers originally developed by Italian Cardano. The compass was mounted on gimbals so that in the rough seafaring the compass, a vital instrument for survival, would remain in an upright position.

The reason why they started to develop this system at ZENITH was because the gravity and effects of movement influence on the precision of watch. It is known that the

best position for the escapement is horizontal and in a classic tourbillon the gravitational field is corrected by averaging out the errors it causes. It corrects four positions out of six thus enhancing precision. The ZENITH innovation simply cancels out all the affects of gravity making it the ultimate evolution compared to other tourbillon systems. (ZENITH 2010, 56-57.)

The reason why the watch was named after Christopher Columbus is the determination to do things differently and the freedom of thought he has in common with the designers at ZENITH. (ZENITH 2010, 57.)

7.5 Cristophe Colomb Equation of Time

Even though we like to think that the time our watch shows is always accurate the time itself actually varies constantly. Due to the elliptical form of the Earth's orbit and the inclination of the axis there might be 16 minute gain or 14 minute loss for conventional time in relation shown by a sundial. As an example if your watch and the sun set a daily date with the exact moment that the hands are at noon the sun would arrive earlier or later depending on the day of the year. So at the same time as the watchmaking industry is striving toward the most accurate watches ever made the time measured is actually abstract and irregular. (ZENITH 2010, 64.)

For this paradox the Manufacture decided to develop a brand new feature. For the first time on a ZENITH is a counter at nine o'clock to show the equation of time. How this works is that the counter indicates the minutes that must be added or subtracted from the conventional time in order to know the true solar time. The double complication of the watch featuring the equation of time and the gimbal suspension escapement system gets us to the closest possible reflection of time here and now. (ZENITH 2010, 65.)

8 Maurice Lacroix

Like time the quest for perfection at Maurice Lacroix knows no end. All the watches are made of the absolute best materials such as the sapphire crystal fascias that can only be scratched by diamond and inside the watch can be found the so-called autolubrificant Silicum components. Following their conviction all the movements are done by hand as are the tools to make the watches. (Maurice Lacroix 2010, 7-10)

Even with a shorter history than most of the other brands their accomplishments at Maurice Lacroix are great. Only in the last few years they have launched six new manufacture movements, developed three complications, registered four patents and won two Red Dot design awards as well as a Grand Prix d'Horlogerie de Genève. (Maurice Lacroix 2010, 13)

9 Raymond Weil - Independence is a state of mind

For over 35 years of making Swiss quality watches RAYMOND WEIL is still a family business. The inspiration to the watch design and company philosophy is drawn from music and art world. Raymond Weil created the company in the middle of watch industry crisis in 1976 and later took in his son-in-law Olivier Bernheim, who is now the president and CEO of the company. Every generation brings new ideas and fresh visions with them and Olivier's sons Elie and Pierre are taking the brand all over the world. (RAYMOND WEIL Genève 2012.)

9.1 Parsifal

As a tribute to Wagner's opera the Parsifal honours the chivalrous and noble values of the hero by staying true to the original form and preserving the pure aesthetics and design of the models. The models are easy to identify not only from the more contemporary look given to the design, both sporty and chic, but of the gadroons on bezel, roman relied numbers and sophisticated bracelets. Matching models for ladies and gents is found in steel and pink gold with black dial for a firm union experiencing the passage of time together. An allusion is given to Wagner's The Tale of the Swan Knight for when swans form a couple their relationship will withstand the test of time. (RAYMOND WEIL Genève 2011.)

9.2 Jasmine

Blossoming like the most beautiful flowers Jasmine tells a story from far away Asia and the Orient, communicating the absolute femininity of the wearer. It may be the Chinese name Jian Ming that represents the good and the beautiful, the queen of the flowers from India or the gentle thorn that pierces the heart of lovers, chosen by the Hindu god of love Kama. With the soft harmonious shapes and blue-tinted leaf-shaped hands, the Jasmine is homage to women. (RAYMOND WEIL Genève 2011.)

9.3 Freelancer

A very successful collection from Raymond Weil that is aimed for the independent professionals wishing to remain masters of their destiny the Freelancer continues to

evolve. Available in 29mm, 38mm and 42mm the latest addition for men has an opalescent dial with elegant blue hands. The collection is easily recognizable from the open balance wheel or a chronograph with three hands and a date window the model lives up to all expectations. (RAYMOND WEIL Genève 2011.)

The latest addition to women's collection is the Lady Sunshine. The name reflects the appearance with the diamonds sparkling in the bezel and sunray guilloché and white mother-of-pearl and pink gold indexes capped with diamonds. This year the entire collection will be looking at the world through pink glasses and the 42mm gent's version will give a matching pair to the Lady Sunshine. (RAYMOND WEIL Genève 2012.)

Full of character and urban design the Freelancer Date Chronograph for men offers contemporary colours, pure design and sober outlines. This mechanical self-winding movement has a power reserve of 46 hours. In the three subdials are minutes, hours and small-seconds. The date is added to the 3 o'clock with a curved window and the day in a horizontal window. There two give the watch more visual dynamism. (RAYMOND WEIL Genève 2009.)

9.4 Maestro

At the heart of each Maestro is a mechanical movement. The gents' collection has timepieces with open balance wheel, stainless steel bracelets or elegant black or brown leather straps. Most of the models are distinguishable from the stylish blue hands offering formal elegance. (RAYMOND WEIL Genève 2012.)

Maestro Ladies Collection offers automatic movement with open balance wheel and wonderful colours in alligator leather straps or stainless steel. The dial is decorated with set of diamonds between Roman relief numeral indexes. Maestro Lady is a beautiful combination of watch-making know-how and femininity. (RAYMOND WEIL Genève 2012.)

9.5 Noemia

Noemia is recognized of steel on steel or two tone effortless simplicity with feminine touches. The dial found either in 27 or 32mm has MOP with diamonds mixed with Roman numerals or simply with Roman numerals and indexes. The crown brings a finishing touch with a midnight blue lacquer to complete the simple yet seductive look of Noemia. (RAYMOND WEIL Genève 2012.)

9.6 Shine

Shine is elegance personified. The innovation is in the bracelet, which can easily be changed at home to suit any occasion or mood. Up to 86 diamonds sparkle on these rectangular shaped dials with case size of 19mm times 44mm. The dial colours are found in pink, charcoal grey, silver and brown. (RAYMOND WEIL Genève 2012.)

9.7 Tango

Tango offers elegance and simplicity for both men and women with easy readability of time and date. Ladies models offer steel on steel with 44 or 8 diamonds of a classic model without diamonds. Dials are in MOP, white, grey or blue on a two-tone model. Ladies watches are all with a round dial and gents have the round chronograph, Tango date, Tango Chronograph Rectangular or Tango Rectangular to choose from. There is also a two-tone watch for men with a blue dial. (RAYMOND WEIL Genève 2012.)

9.8 Tradition

Tradition for ladies is found in three models: Rectangular Date with leather strap, Tradition Date steel on leather strap and Tradition Date steel on steel. Tradition models for men have many interesting and either round, square in Tradition Retrograde Square or rectangular. The faces of these models play with the subdials and shapes of day and date giving them a unique look and easy readability. Tradition slim offers a good option for the business man with the thinnest casing in the collection. (RAYMOND WEIL Genève 2012.)

9.9 Why Raymond Weil?

- Excellent price- quality ratio
- Wide price range- something for everyone
- One of the leading brands in Finland
- One of the most recognized brands in Finland
- Classic, elegant, familiar, safe
- Excellence in finish, design and qualities
- Long life cycle
 - The models will be recognized after years because the basic look of them will remain the same so that the watches will always retain their elegance and value.
- Elegant look will stay in style
- Status symbol- customers can identify themselves with the brand
 - Raymond Weil's focus group is 30-60 year old men and women who excel in what they do and take pride in their work but do not wish to flaunt it. The subtle elegance of Raymond Weil is the perfect choice for these modest professionals.
- Swiss Made- strict standards in production and quality
- Powerful and clear concept
- Communicates quality and trust
- For every occasion

10 Tag Heuer

TAG Heuer is the world's 4th largest luxury brand. With their highly skilful staff TAG Heuer is always pushing boundaries of watchmaking technology. Quality is never compromised with their high values with their constant search for reliability, excellence and precision. Since 1860 they have succeeded in combining contrasting elements: heritage and innovation, prestige and performance, sports and glamour. (TAG Heuer 2012.)

There is a wide range of expertise at TAG Heuer with 90 specialist activities. 30% of the staff changes their position each year and there are five training days per staff member in a year. Seven internal trainers around the world are devoted to the team training. (TAG Heuer 2012.)

From 1911 to 2011 TAG Heuer has mastered speed for one hundred years. They are the first watch brand to develop a dashboard chronograph designed to use in automobiles and aircraft, which was launched in 1911. First one to partner with racing drivers, first to partner with F1 team, first to create luxurious chronographs with precision of $1/10^{\text{th}}$, $1/100^{\text{th}}$, $1/1000^{\text{th}}$, $1/10'000^{\text{th}}$ of a second. (TAG Heuer 2010, 4-5.)

Celebrating the 150 years of Swiss watchmaking history TAG Heuer presents the Gran Carrera Pendulum. Beating at 43'200/hour (6HZ) it is the world's first oscillator without hairspring in a mechanical movement. The movement is based on magnets that replace the spring with a virtual one. The result is a significant increase in precision and performance. (TAG Heuer 2010, 12.)

10.1 Carrera

TAG Heuer Carrera was created in 1963 as a tribute to the legendary and most grueling automobile endurance race in history, the Carrera Panamericana Mexico. It was designed for the motor sports and Jack W. Heuer knew exactly what was needed: a wide-open, easy-to-read dial and a waterproof shock-resistant case tough enough for the road. (TAG Heuer 2012)

The calibre S chronograph registers 1/100th of a second with the two semi-circular counters with the other one showing 1/10th of a second. Together the counters show also show the perpetual calendar until 2099. For maximum readability the hour and minute hands show either watch time or chronograph times. (TAG Heuer 2010, 34.)

Key features found in Carrera watches are classic and refined design, straight horns and polished case, larger dial opening with a 43mm case and luxurious materials such as rose gold. (TAG Heuer 2012)

10.2 Grand Carrera

Key selling points of Grand Carrera (TAG HEUER 2010, 124)

- Innovative and exclusive time display.
- Fine watchmaking refinements and finishing.
- Côtes de Genève decoration.
- A must- have for watch connoisseurs of chronographs and motor racing.
- Ageless design.

10.3 Monaco

Key selling points of Monaco (TAG HEUER 2010, 116)

- First ever square watch with water resistant case was created in 1969.
- An icon, worn by Steve McQueen.
- A legendary watch to wear.
- Highly appealing square case that is water resistant up to 100m.
- Domed sapphire crystal reveals details of the dial.
- Automatic movement is visible through a sapphire crystal case back.
- Unique and daring design signals a certain lifestyle.
- Makes a bold statement.

10.4 Link

Link is the elegant sports watch for men. The double-S link bracelet of the Link series provides flexibility and comfort for the wearer. With all its features such as 200m water resistance make the Link a symbol of success, self-confidence and determination. The calibre S is recognizable of the semi-circular counters, calibre 7 of the world time, calibre 16 of the chronograph and calibre 6 of the second counter at 6 o'clock. The calibre 5 day-date displays the day in a curved window at 12 and the date in a hand-applied window at 6. (TAG Heuer 2010, 96-109.)

TAG Heuer Link Lady offers watches that communicate seduction, style, sophistication and simplicity for women who prefer stainless steel. Key features found in Link Lady are 29mm case, the iconic S-shape bracelet, invisible butterfly clasp, bezel with roman numerals or paves with diamonds, diamond indexes, guilloche dial and date at six o'clock with 100M water resistance in most models. (TAG Heuer 2012.)

Key selling points of Link (TAG HEUER 2010, 102)

- Unique, highly recognizable bracelet with links in shape of a double S.
- Sets the standard for comfort.
- Charismatic, timeless appeal.
- Both elegant and sporty.
- For every occasion.
- Worn by great champions such as Ayrton Senna and Tiger Woods.

10.5 Aquaracer 500m

Key selling points of Aquaracer 500m (TAG HEUER 2010, 58)

- Developed for professional divers.
- Unidirectional turning bezel.
- Luminescent hands and markers.
- Screw-in crown with double gaskets ensure perfect water resistance to 500m.

- Bracelet with double security clasp.
- Sapphire crystal.
- Helium escape valve, sapphire case back and sapphire magnifier.
- Appealing design, that is timeless.
- Undergoes 60 homologation tests to ensure extreme reliability.
- Swiss- quality watchmaking expertise since 1982.

10.6 Formula 1

Key selling points of Formula 1 (TAG HEUER 2010, 44)

- Collection is inspired by Formula 1.
- Worn by F1 drivers; Senna, Prost, Coulthard. Häkkinen, Räikkönen, Hamilton and Button.
- Includes the 6 features of a sporting watch.
- Has an easy-grip screw-in crown for optimal use.
- Security gaskets ensure water resistance to 200m.
- Undergoes more than 60 approval tests to ensure extreme reliability.

At TAG Heuer all the watches are put to the extreme test before letting them out to the world. After 60 tests the watches cannot show any sign of damage or inaccuracy. TAG Heuer is a pioneer at technical development and it is easy for the customer to identify with the brand. The brand contains the thought of quality and reliability. (Leinonen, T. 6 Feb 2012.)

11 Making the sale by Retadan Oy

In the following are the steps of selling a watch that were presented in a watch training (Leinonen, T. 6 Feb 2012) at Retadan Oy:

- Ask open questions
- Place the watch on customer's wrist
- Communicate benefits
- Ask
Communicate
Acknowledge
- Communicate quality – even if the quality of the product seems like an obvious thing
- Mention the long life cycle. Customer can influence it by taking good care of the watch. Also parts will be available years from now.
- Communicate value compared to other products, for example cars and hand bags. Their value only goes down but the value of your watch will remain when taken good care of.

12 Counterfeits

Most simple way to make sure you buy the real deal is to buy the watch from an authorized retailer. The watch includes a warranty card that is the size of a credit card and contains the model and serial number and will include the stamp of the retailer. The shops which sell the products can usually be checked from the brand web site. For example Omega emphasizes that they do not sell their watches over the internet so to be a 100 percent sure that the Omega you are buying is authentic it is best to go to the authorized dealer.

Some fake watches can be quite harmless purchases such as "Rolex" watches purchased at a tourist beach resort. These watches are of course illegally using the brand name and look but they do not actually take away any profit from real watch sales. On the other hand it shows that the brand is desirable and sort of honours the brand. (Vuorenpää 2011, 52-53.)

Then there are those highly skilfully made counterfeits that can be extremely difficult to point out from the real deal. They might have sapphire glass, diamonds that might be part real and part glass, finishing that looks the same as the real watches have, real gold, certificates and boxes that look like real ones. It might take a watch smith or other professional to determine that the watch is counterfeit.

Usually a look at the actual movement will expose the watch as a fake. At some cases the quartz movement seconds hand will give the fake away with the jumping movement of the hand as in automatic movement the hand would advance smoothly. Also the small seconds should not stop in a real watch as they might do in a fake one by pushing the stop push button. There are also watches called "real fake" that are sold on the internet. They promise quality similar to real brands. There are good illustrations found on the internet that compare real and counterfeit watches. Once again to be sure about the authenticity of the watch it should be purchased from the authorized dealer.

Glossary

One of the most essential things in selling a watch is to know what the parts are called and what their functions are. Here is most of the needed terminology gathered from Foundation de la Haute Horlogerie, OMEGA, SGDE, Watch On Watch, BJSONline and Scandinavian Luxury Group:

24 hours

Sub-dial which enables the user to read the 24-hour time instead of a.m. or p.m. 24 hour GMT watch has a second hour hand that makes a full rotation during 24 hours, useful function to keep track of a second time zone.

A

Analog

Traditional model that shows time with hands
Calendar function recognizes 30th and 31st day of the month but does not know leap years.

Annual Calendar

Calendar needs to be manually corrected every 1st of March.

Amplitude

Amplitude is the distance between the two extreme points of a movement.

Anti-magnetic

Mechanical watch movement is delicate for magnetic fields and can be thrown off balance. Magnetism can be found in many electronic devices and for that reason non-magnetic metal alloys such as palladium are used for certain watch parts such as balance wheel and escape wheel to make the watch anti-magnetic.

Aperture

A small opening in the dial from which day, date, Moonphase or other indications can be seen.

Automatic

Watch gets its power from movement of the user's hand. If not used for a day automatic watch needs to be manually wound again to

B

Balance

start the movement of the rotor to wind the main spring.

The balance, working together with the balance spring, is an oscillating little wheel that determines the frequency of the watch. The spring starts the new oscillation giving the number of vibrations per hour.

Bezel

Bezel is the ring that surrounds the dial and sometimes holds the crystal. Sometimes it has diamonds or is used to measure time, especially in diver's watches. It can be either stationary or rotating.

Bi-directional rotating bezel

The bezel rotates to both ways. It can for example be used to measure elapsed time or read another time zone.

C

Cabochon

Cabochon is a stone that decorates the crown. It is usually blue in colour.

Calibre

Refers to the size and type of the movement.

Case

The main purpose of the case is to hold the watch together and protects the mechanism. The finishing is usually done very carefully making the watch look good and to increase the value of the fine timepiece. It can also make it a piece of fine jewellery with diamond. It consists generally of three parts: the bezel to hold the crystal, the centre part or the middle or band to hold the movement and the case back.

Case back

The case back can be snapped or screwed on. It allows access to the movement from the back side of the watch. It can also have a part or whole crystal to show the automatic movement.

Centre seconds	Seconds are shown by a hand in the centre of the dial along with the hour and the minute hand.
Chronograph	Allows measuring of short time periods in addition to normal time function.
Chronometer	Watch that has undergone precision tests and received C.O.S.C. (Controle Officile Suisse de Chronometers)-certificate.
Cloisonné	Cloisonné is an enamelling technique in which the outlines of the wanted forms are first made with thin flat metal wired and then filled with enamel. The filled cells are then fired and polished and after the polishing the wires bring out the formed pattern. The name is used for both the technique and the result.
Co-Axial	Co-Axial escapement is used by Omega and it reduces friction in the movement.
Complication	One of the additional features added to a watch such as perpetual calendar, Moonphase, alarms, stop- start chronograph functions or power reserve indicator.
Crown	Also called a stem or a pin. It can be a screw-in that efficiently keeps water out or a regular push down. The crown is used to adjust time and date and in an automatic watch also to wind the main spring. In this case it can also be called a winding stem.
Crystal	The crystal is the cover on the watch usually made of sapphire crystal in Swiss watches or glass or plastic.
D Day-Date	A watch that has a window display for both day of the week and numerical day of the month.

Diamonds

Diamonds are used in many Swiss watches especially in women's models. Diamond is the hardest precious stone and its value is determined by cut, carat, clarity and colour.

Dead Seconds

The seconds hand that jumps forward when the second has elapsed. Usually a feature of a quartz watch.

E

Ébauche

An unfinished movement. Nowadays with or without jewels but without regulating organ, mainspring, dial and hands. Aka black roulant.

E.O.L.

End of life function that makes the seconds hand jump four seconds to indicate that the battery needs to be replaced. It may also be a flashing digital display.

Equation of time

The time difference between mean time and true solar time.

Escapement

In mechanical movement the escapement controls the rotation of wheels that then move the hands.

F

Flyback

Used especially in pilot watches the chronograph hand can be reset to zero and immediately started again with once pressing the pushbutton.

Foudroyante

A foudroyante shows usually $1/8^{\text{th}}$ of a second or $1/10^{\text{th}}$ of a second. The hand makes a complete rotation in 10 second instead of 60, in Zenith El Primero Striking 10^{th} Foudroyante for example. Also called flying seconds.

G

GMT (UTC)

The watch can show two or several time zones. Abbreviations come from Greenwich Mean Time or Coordinated Universal Time

Gadroon	A decoration in the case of the watch. Originally an ornamental pattern.
Guilloché	Is a decoration on the dial invented by French Guillo. The original method is very expensive to make and the machinery and know-how scarce, other manufacturers many times use a printed pattern.
Geneva stripes	Geneva stripes are decorative stripes on watch movement and are also called "Côte de Genève".
Grande Complication	Mechanical movement with several complications such as perpetual calendar, Moonphase and chronograph functions is called Grande Complication.

H

Helium escape valve

Helium escape valve is mostly needed for professional divers operating in diving bells. The pressure that builds up in the watch could push out the crystal so the valve is used to equalize the pressure.

Hesalite crystal

Hesalite is a type of mineral glass that is used especially by Omega in the Moonwatch. The advantage of it is like in other mineral glasses that it will not shatter if it breaks.

Horology

The science of measuring time.

I

Index

Indexes in the face of the watch indicate full hours and can be in many different forms such as in numbers, roman numbers, diamonds or just lines that can be illuminated or relief.

J

Jewels

To minimize friction in the movement and to increase accuracy and make the watch longer

lasting synthetic rubies or sapphires are added, which then act as bearings for the gears.

Jumping hour

Hour is displayed through an aperture. It changes instantly every 60 minutes.

Jumping seconds

See Foudroyante.

L

Liquidmetal

Liquidmetal is an alloy used by Omega that is much harder than stainless steel and yet bonds perfectly together with ceramics. The material is designed to resist scratching and corrosion.

M

Manufacture

Manufacture refers to the Swiss company that manufactures the watches. The industry wants to differentiate the companies that manufacture almost the whole watch opposed to finishing shops.

Moonphase

Display for phases of the moon. A lunar cycle is 29d, 12h, 44min and 2,8 seconds and it includes new moon, first quarter, full moon and last quarter.

MOP

Mother of pearl is an organic composite material used for the watch face. It refracts light giving a beautiful shine to the watch.

Movement

Is the completed mechanism inside the case of a watch.

Multifunction

Usually description for a quartz watch that has several functions. For example a digital display (analogue-digital) with several functions such as alarm or a countdown timer with optional display for the wanted mode. Compare to Grande Complication.

P

Perpetual calendar

Watch has a calendar that knows how long the month is and knows leap years until 28/2/2100.

Power reserve indicator

Dial or an indicator that shows how much time remains before main spring must be wound or the battery changed in other words the amount of energy reserved in the movement.

Pulsometer

A pulsometer has a scale to measure the heart-beats per minute.

Push-button

Push-button is used to operate a chronograph, usually to start or stop a function. It can also open the case of a watch, usually in pocket watches.

R

Regatta timing

A function that allows easy reading of the regatta time intervals at a glance.

Repeater

The watch strikes the hour, minute, quarter or half-quarter on demand by activating a push-piece. There are several different types of repeaters.

Retrograde

An hour, minute, seconds or calendar hand that moves across a scale and at the end immediately jumps back to the beginning to begin again.

S

Sapphire crystal

Sapphire crystal is the most scratch resistant of the crystal materials. It is made of synthetic sapphire and is also shatter-resistant.

Screw-in crown

A screw-in-crown acts like a cork of a bottle. To open it rotating toward yourself and the crown opens. Then you can access the time and date functions by lifting the crown and rotating it. To close the crown push gently and rotate away from you.

T

Small seconds	A sub-dial, which has a hand to show the seconds. It rotates a full rotation in one minute.
Split-Seconds/ Rattrapante	Has two chronograph hands of which the other one can be stopped to read a split time. Then with a push of a button it catches up with the other hand again. Very useful in sport competitions.
Striking mechanism	An acoustic device that either automatically or on demand indicates the hour, minute, second or quarter-hour or sounds at a pre-set time. The striking mechanisms are: Passing strike, Quarter repeater, Minute repeater, Petite sonnerie, Grand sonnerie and alarm.
Sub-dial	Small dials within the main dial with their own hands that perform timing functions. Chronometers have two to four of these mini dials.
Sweep hand	Sweep hand indicates that the watch has automatic movement. Also sweep seconds.
Tachymeter	Graduated dial on a chronometer from which speed can be read off in kilometres per hour based on distance of 1000 meters.
Telemeter	Telemeter enables to measure distance between a target in sight and the sound it makes. The function is started when the target is seen and stopped when the sound is heard.
Titanium	Light material that is a little darker shade than steel. It is also warm against skin and usually non-allergenic.
Tourbillon	Invented 1775 by Mr. Breguet to add precision to automatic movement by erasing the effects of gravity. See Zenith.
Tonneau watch	A watch that is shaped like a barrel.

Tritium

Tritium is a slightly radioactive colourant to illuminate the hands and numbers. Use of tritium is indicated with a T that is placed near six o'clock in the watch face. The amount used is harmless to people.

Twin time

Twin time watch shows two different times. It can have two dials.

U

Unidirectional rotating bezel

This bezel rotates only to one direction, usually found in diver's watches. This function prevents accidents from happening when the diver is keeping time of how long he has been under water.

V

Vermeil

Gold plated silver.

W

Waterproof

A watch that in theory will hold water out up to 3atm. In reality contact with water should be avoided. Many times used in spoken language about a watch that is water resistant.

Winding stem

Also know as the crown on the right side of the watch is used to wind the main spring.

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