Selling quality at Laatukoru Oy: Introduction to Swiss watches
Sangi, Anna (2012)

This thesis was commissioned by Laatukoru 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.

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.

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 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 Laatukoru personnel at their premises.

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 Laatukoru personnel at their premises.

Kokoelmat
Opinnäytetyöt