

LEADER'S GUIDE – STORE MEETING ON OCTOBER 21, 2023

LET'S GET READY TO EARN MORE GREEN THIS FALL SEASON!

Meeting is scheduled for 60 minutes to be run after the store is set-up.

OCTOBER 21, 2023

EVERYONE MUST BE PREPARED TO DISCUSS WHAT YOU'VE LEARNED DURING THE SATURDAY MEETING.

1. SPECIAL MESSAGE FROM DAVID SHERWOOD

- Informative curriculum to help you make money!
- Help your customers OWN THE DREAM with our Daniel's Merchandise
- VENDOR SHOWCASE Presentations Part 1, 2 and 3
- Be prepared to maximize and help them buy a special gift for themselves or others!
- Maximize all the potential spiff opportunities to make loads of money (refer to the promo planner for spiff details). **IMAGINE ALL THE SPIFFS THAT YOU CAN COLLECT!**
- HANDOUT OUT THE SPECIAL GIFTS TO EACH ASSOCIATE (this should have come in THE G-SHOCK Drawstring Bag, filled with assorted goodies for your team). This should have arrived in your store before your meeting.**



2. **SO PROUD OF EACH OF YOU! MAKE IT COUNT! CREATE AN INCREDIBLE FALL, INCREASE YOUR SALES, AND EARN MORE GREEN!**

3. **** LET'S GET LOUD THIS FALL SEASON - MANAGER HOST ACTIVITY WITH STORE TEAM – RECAP VENDOR SHOWCASE PART 1 through 3 - TIPS, NEW PRODUCT, TOOLS & FEATURES from all the presentations to help you make Loads of Sales (see rules on how to play)!**

# OF COURSES	PART 1
COURSE 2	UOWN – 2023 Highlights, 6 week contest coming.
COURSE 3	MVMNT – Learn the features and benefits. Introducing AIRHAWK
COURSE 4	PROGRESSIVE – You can get a 10% approval limit increase simply by Calling Progressive Support Line Enter 3-0-1
COURSE 5	COACH – Holiday Cash Spiff \$20 on any COACH Watches
COURSE 6	CITIZEN – Up to \$20 Cash Spiff

	PART 2
COURSE 1	FORTIVA - Use in combination with Synchrony, Daniel's Credit, Cash and Debit Cards
COURSE 2	SYNCHRONY – Highlight and Special Recognitions
COURSE 3	BULOVA – Up to \$20 CASH SPIFF
COURSE 4	CRISLU - New collection

	PART 3
COURSE 1	MEMO CALL DIAMONDS BY M. GELLER – Up to \$100 CASH SPIFF, plus \$10 Starbucks Card for every memo request, included in every shipment
COURSE 2	MOVADO – Cool trendy collection that we carry at Daniel's. Spiff Opportunity!
COURSE 3	David's Message - IT'S A WRAP

4. MORE RAFFLE WINNERS FOR COMPLETING ALL THE CURRICULUM will be announced NEXT WEEK! Good Luck!

5. RDM or MANAGER ADDED TOPICS

A. **OCTOBER QUOTAS SLASHED! An amazing opportunity to HIT YOUR QUOTAS and EARN YOUR GREEN**

IT'S TIME TO SHINE! REMEMBER, OPPORTUNITIES DON'T HAPPEN, WE CREATE THEM! FINISH OCTOBER STRONG! STRIVE TO ACHIEVE YOUR QUOTAS AND EARN MORE GREEN AND MAKE EVERY OPPORTUNITY COUNT!



OCTOBER 21, 2023, STORE MEETING ROSTER

I conducted our TEAM Meeting, and I am confident that each Store associate has a complete understanding of each topic.

Manager's Signature

EMP #

Store Number

I attended this meeting, and my Signature below means that I will always do as instructed at the meeting including:

- ☐ I will utilize the new tools, reminders, features, and tips provided to me by BULOVA, CITIZEN, MOVADO, MVMNT, COACH, CRISLU, MEMO CALL DIAMONDS, SYNCHRONY, FORTIVA, PROGRESSIVE AND UOWN from our VENDOR Showcase to create and make sales.
- ☐ I will practice the tools I learned to sell more MEMO CALL DIAMONDS and maximize all my spiff opportunities from selling them.
- ☐ I will maximize credit by using the "waterfall concept" (Synchrony & Fortiva, Sunbit, Daniel's and if customer doesn't get approved on any of the previous ones listed go for the leasing programs (Progressive and Uown)
- ☐ I will maximize ALL the potential Spiff Items available for me by referring to the Promo Planner.
- ☐ **I WILL COMMIT to FINISH BIG IN OCTOBER AND START NOVEMBER STRONG** by showing BIG, selling BIG, doing each of the Company Expectations, Work the Lease Line, utilizing the M.U.S.T. Program, Open New Accounts!
- ☐ **Lastly, I will remember to provide the best service, be part of our customers' happiest moments and help them OWN THE DREAM!**
- ☐ **Mark your calendar for the next scheduled TEAM Meeting, November 11th!**

Signed this 21st day of OCTOBER 2023. Have each attendee sign the Manager Meeting Roster and fax to 310-665-2141.

Signature/Emp #

Signature/Emp #

Signature/Emp #

Signature/Emp #

Signature/Emp #

**Fax to SMC Human Resources (310-665-2141) and contact Stephanie x5632 to confirm.
KEEP THE ORIGINAL COPY IN YOUR STORE.**

No payroll hours credit for rosters that are not received by Monday, October 23rd

LET'S GET LOUD!

CELEBRATING 75 YEARS

"OWN THE DREAM - NOBODY WALKS" ACTIVITY



Questions are recap from our 2023 Virtual Sales Extravaganza!

PLAYERS:

HOST – Store Manager (ask the question and best answer choices)

CONTESTANTS - Store Team Members

SUPPLIES: Locate Daniel's Quota Bag and Game Prize Bubble Envelope.

Managers Inside are the following:

1. **Print the questions from the store intranet** (Vendor Showcase Game Questions).
2. **Party Noise Makers, Celebration Hat/Headbands** - hand to each associate
3. **Game Prize Bubble Envelope for the winner** - Manager save to award at the end of the game.
4. **Raffle tickets** – hand to associate who gets the answer right (make sure they hang onto the other half of the ticket)
5. **Use Daniel's Quota Bag as your Raffle Bag, place other half of the tickets**

How to play? *It's easy, Manager ask each question out loud share possible answer. Call on the first person to make noise and answer correctly, get half of the raffle ticket and place in Raffle BAG. If there is a tie give another raffle ticket.*

Manager (Host) Get Ready:

1. Hand out supplies to play the game.
2. Test noise maker to make sure it works.
3. Let the game begin. Managers ask, "**Are you ready!**" Let's get loud! Ask the first question and repeat until all the questions are answered.

How to award the Winner? At the end, shake the Raffle bag, pull the winning ticket, shout out the ticket number and award the prize!

Have fun and shout all together NOBODY WALKS!

2023 FALL VENDOR SHOWCASE PART 1 QUIZ

UOWN

1. What two support teams are here to support you, should you have leasing questions?
 - a. ***Uown Leasing Merchant Support and SubZero Consulting**
 - b. Daniel's CEO team and Uown CEO team
 - c. Uown Sales Team and Daniel's Regional Managers
 - d. Daniel's Accounting Team and District Managers
2. What two tools does Uown have to offer to help increase sales with that "low hanging fruit"?
 - a. The modification report and the approval report in the Uown portal
 - b. ***The Open to Buy Report and the Approval Report in the Uown portal**
 - c. The Error Log Report and the Application Report in the Uown portal
 - d. The Funded Report and the Approval Report in the Uown portal
3. What upcoming event will run for 6 weeks that will help push sales to the end of the year?
 - a. Uown Holiday Sales Event
 - b. Uown Leasing Sales Program
 - c. Daniel's Holiday Extravaganza
 - d. ***Uown Leasing/Daniel's Holiday Contest**

MVMT

1. Who is the MVMT consumer?
 - a. Woman, 35-50
 - b. ***Men, 18-24**
 - c. Ladies, 18-34
 - d. Over 50
2. What's the MVMT opening pricepoint?
 - a. \$268
 - b. ***\$168**
 - c. \$468
 - d. \$368
3. Where was MVMT founded?
 - a. China
 - b. NY
 - c. ***Los Angeles**
 - d. Miami

PROGRESSIVE

1. A Progressive approval is good for:
 - a. Same Day
 - b. 30 Days
 - c. ***90 Days**
2. The Progressive Initial payment is:
 - a. \$0
 - b. \$49
 - c. ***\$79**
3. You can get a 10% approval limit increase simply by Calling Progressive Support line and:
 - a. Enter 0
 - b. Enter 9-1-1
 - c. ***Enter 3-0-1**

2023 FALL VENDOR SHOWCASE PART 1 QUIZ (cont.)

COACH

1. Who manufactures Coach watches?
 - a. Sherwood Management
 - b. *Movado**
 - c. Bulova
2. What's special about Coach leather?
 - a. Coach leather is not special
 - b. *Has been around since 1941**
 - c. It's vegan
 - d. All the above
3. Where else can customers purchase Coach watches?
 - a. *Department stores and Coach boutiques**
 - b. Walmart
 - c. Kohl's
 - d. All of the above

CITIZEN – Refer to promo planner

1. How much spiff would you earn for every Citizen watch at Retail \$595+
 - a. *\$20**
 - b. \$10
 - c. \$5
 - d. None
2. How much spiff would you earn for every Citizen watch at Retail \$325-\$594+
 - a. \$20
 - b. *\$10**
 - c. \$5
 - d. None

2023 FALL VENDOR SHOWCASE PART 2 QUIZ

FORTIVA

1. Fortiva Retail Credit Application is:
 - a. Integrated into Diamond portal and easy to use
 - b. Has a range of offers and terms incl. deferred interest for 6 months for Tier 1
 - c. No hard credit inquiry at application, only at acceptance
 - d. *All of the above**
2. What is the estimated minimum monthly payment amount a Daniel's Jewelers Fortiva Retail Credit cardholder can expect to pay if they finance \$1,000?
 - a. \$100
 - b. \$120
 - c. *\$60**
 - d. \$80

2023 FALL VENDOR SHOWCASE PART 2 QUIZ (cont.)

3. A customer can use their Daniel's Jewelers Fortiva Retail Credit Account in combination with the following payment methods?
- Synchrony Credit
 - Daniel's Credit
 - Cash and Debit Cards
 - *All of the above**

SYNCHRONY

- Comparing Holiday 2022 vs 2021, how much higher were approval rates?
 - 11%
 - 6%
 - *8%**
- Were applications up or down during Holiday 2022 compared to 2021?
 - *Up**
 - Down
 - Flat
- What range are applications up YTD 2023 compared to 2022?
 - 5-10%
 - 10-15%
 - *15-20%**
- Are average transaction sizes up or down YTD 2023 compared to 2022?
 - *Up**
 - Down
 - Flat
- Is the mix usage of deferred interest promotions up or down in total YTD 2023?
 - Up
 - *Down**
 - Flat

BULOVA – Refer to Promo Planner

- How much spiff would you earn for every Bulova watch sold at Retail \$595+
 - *\$20**
 - \$10
 - \$5
 - none
- How much spiff would you earn for every Bulova watch sold at Retail \$325-\$594+
 - \$20
 - *\$10**
 - \$5
 - none

2023 FALL VENDOR SHOWCASE PART 3 QUIZ

M.GELLER

1. When your customer is interested in both a natural and a lab-grown diamond;
 - a. ***Discuss the benefits of both diamond options**
 - b. First, offer a lab-grown diamond to “guarantee” the sale
 - c. Recommend only the diamonds that are in your showcase
2. When shipping diamonds back to M.GELLER (Vendor);
 - a. Send loose and without any diamond paperwork
 - b. ***Follow Carlos’s video for the brief instructions**
 - c. Return with the *Starbucks* giftcard
3. Which is NOT a new update from the 1st Choice loose diamond program?
 - a. SCS (Certified sustainability rated lab-grown diamonds)
 - b. GCAL 8X lab grown diamonds
 - c. Fancy colored lab grown diamonds
 - d. ***Access to our team of over 20 diamond specialists who can cherry-pick any mined or lab grown diamond for your special-order requests**

MOVADO

1. Why SWISS?
 - a. The parts are plastic and plastic materials – components are better
 - b. ***SWISS is made by hand, gears are metal, materials are stronger, and exquisite craftsmanship**
 - c. Swiss uses Japanese Movements
2. How do we distinguish between Classic Museum and Movado Bold for merchandising in-case?
 - a. There is no difference
 - b. ***The tags are different; All BOLD offerings start with 360... and Classic is 060... or Series 260...**
 - c. We can merchandise all together because there is no difference
3. Which Movado family features genuine diamonds, and how is it identified?
 - a. Movado BOLD
 - b. Movado FUSION
 - c. ***Movado CORE- all hang tags with diamonds will have total diamond weight and information**
 - d. All the above

OPPORTUNITIES DON'T HAPPEN, WE CREATE THEM! LET'S
KEEP PUSHING FORWARD TOGETHER!