

Bulgari - OCTO collection training

Objectives

- To understand Bulgari brand value and vision
- To uncover the uniqueness of the OCTO collection
- To inspire sales about OCTO collection
- To provide sales insights
- To assess knowledge and reinforce learning

Our Maison

Bulgari history

Video up to 20 sec: Antoine Pin (Bulgari Watches Managing Director)

Vision 2030

Overview of the collection

OCTO Finissimo

30 sec video about OCTO Finissimo

OCTO Roma

30 sec video about OCTO Roma

Timepieces evolution

History - timeline

Video up to 20 sec: Philippe Saltarski (Head of Watch Development & QA)

OCTO's main features

Key details of watches

Video up to 20 sec: Fabrizio Buonamassa (Watch Designer)

Customer journey

Interactive simulation of the boutique & sales tips presentation

Assessment

8-10 questions

Conclusion

Recap infographics