

WATCH TRADE ACADEMY

— Masterclass Expert

4 weeks to understand and change your vision of watch distribution.

Over the past year, it has become clear that our world has changed and it is time to rethink the way companies access markets and sell. This Masterclass is the opportunity to project yourself into the future.

Objectives of this Masterclass :

- Understand the current **economic model**, its origins and meaning.
- Define the **role of distribution** and its integration into the business.
- Decipher the challenges linked to the **digital revolution** and master its KPIs.
- Reconcile **traditional** and **digital** models through the **phygital** model.
- Acquire an in-depth understanding of the **business cockpits** of watch distribution.
- Master the margins, **pricing** and international markets.

Details :

This Masterclass, 100% live, takes place online (via Zoom) every Monday and Wednesday from 6 p.m. to 7:45 p.m. from June 7th to June 30st, 2021.

The price is CHF 595.- per participant. Limited seats, please click on the button below "I am interested". You will receive a confirmation by email with all information.

www.watch-trade.academy



**8 sessions
of 90
minutes**



**Online with
replay**



**Documents
& templates**



**2 x 60 min.
individual
coaching**



**Networking
& sharing**



Certificate

— Learn. Network. Upgrade.