

## — Masterclass Expert - REPLAY

**8 sessions 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 master the current distribution paradigm and project yourself to the next one.

### 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 :

After purchasing the package, you will be invited to complete the following steps:

- Go to members area and create your account
- You will receive a confirmation by email so you can access the "Replay Masterclass English" in our members area
- Watch the replays and write down any topics you might be willing to deepen during the individual coaching
- Contact Thomas Baillod [thomas@watch-trade.academy](mailto:thomas@watch-trade.academy) for any questions and/or to plan your individual coaching



**8 sessions  
of 90  
minutes**



**100% Online  
Replays**



**Documents  
& templates**



**60 min.  
individual  
coaching**



**Networking  
& sharing**



**Certificate**

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### **1. The role of distribution and its integration into the company**

- Participants' presentations
- Definition of distribution & origins
- The structure of this Masterclass
- The link between sales and the other departments

### **2. Intermediaries : Distribution Channels**

- The different path a company has to reach the end consumer
- The types of retailers
- The types of point of sales
- The Agents
- The Distributors

### **3. Intermediaries : Distribution Channels (part two) & Sell-in Sell-out issues**

With the participation of Thierry Huron, founder of The Mercury Project. Expert in the luxury sector and market research, he identified the need for a trusted global source of sell-out data. Presentation of the latest statistics and understanding of global balances.

- Intermediaries: Subsidiaries
- Intermediaries: Duty free
- Intermediaries: Close outs
- Statistics and sell-in / sell-out issues

### **4. Markets typology / Services: Channel Management**

- Market typology: India, United Arab Emirates, China, Hong Kong, USA, Russia, Italy, Spain, Brazil
- Channel Management

# WATCH TRADE ACADEMY

## 5. Services - Digital - Phygital

With the participation of Yann Ehmann, global eCommerce and Digital Transformation Leader with over 20 years of experience in B2B and D2C, customer obsessed and passionate about digital execution, leading people with inspiration in both the digital and retail world

- Services: Stock Management, customer Service
- Digital: Profit - Margin - Quantity, Margin Breakdown
- E-commerce & digital
- Phygital

### Documents:

- Kickvalue tracks and facts
- Margin Breakdown

## 6. Digital retail

With the participation of Raphael Ly, Digital Expert, former Digital Manager at the Fondation de la Haute Horlogerie.

- Omnichannel
- Values
- Brand positioning
- KPI
- Agencies

### Documents:

- Brief Agencies

## 7. Business Cockpit - Part one

- Dashboard
- Yearly Stats
- Sell-In/out
- Budget
- Business Plan
- Pricing Simulation
- Phygital

### Documents:

- Dashboard
- Monthly breakdown stats
- Budget template
- Business plan
- Sell-in/out report
- Pricing simulation

## 8. Business Cockpit - Part two

- Contract
- Pricing
- Markets: Exchange rate
- Criminality
- Conclusion