



FOSSIL^Q
UNDERSTANDING WEARABLES

OVERVIEW

Say “Hello!” to Fossil’s collection of Wearables, where stylish sensibility meets modern functionality—with a dash of curiosity.

Each one makes it easy to help keep your guests’ style up-to-the-minute fresh (and informed), and above all, simple to help them find the Q that’s just right for them.

In this module, you’ll have a chance to up your wearables game by learning about common terminology and getting a peek at each of our collections. Then, you’ll learn about our smartwatches, the Android Wear™ app and how to determine if a smartwatch is the right fit for your guest.

Ready to become a smartwatch expert?

Let’s begin.

Q SMARTWATCHES

Introducing our collection of Android Wear smartwatches—where touchscreen functionality meets classic good looks. Read below to learn more about what makes each style unique.



Q FOUNDER

Q Founder 2.0 is a refinement of Fossil's leap into the smartwatch world. Perfect for the person seeking a sleek watch that doesn't skimp on the important features of what a smartwatch has to offer.



Q MARSHAL

Designed with guys in mind, the Q Marshal was meant to speak to the adventurer at heart—the person who wants to be connected without sacrificing their style.



Q WANDER

Q Wander—the smartwatch designed with more feminine appeal. It's an excellent option for the curiously chic. The elegant contours of this smartwatch are sure to turn some heads.

OVERVIEW OF **Q** SMARTWATCHES

Now, let's take a look at the parts that make up a smartwatch and the features of each.



MAGNETIC CHARGING

Sleek, wireless magnetic charger quickly powers the smartwatch



STRAPS

Interchangeable straps allow for even more combinations to fit your lifestyle

SPEAKER

Q Wander, Q Marshal and Q Founder 2.0 feature a discrete speaker to broadcast notification sounds and also allows customers to take and place phone calls (Android only)



TOUCHSCREEN WATCHFACE

Quickly access features on your smartwatch with a simple swipe of your screen



MICROPHONE

A discrete microphone in the device allows customers to use "OK Google," conduct a web search, and use other voice-activated functions



Q WANDER

Q SMARTWATCHES



Perfect for the customer who wants a powerful customizable wearable with at-a-glance connection to their world.

In a fast-moving world that is more social, more mobile, and more instant, our customers need a device that helps them connect all the dots. Fossil Q Smartwatches help promote a healthy lifestyle and allow for nearly limitless personalization to match their style.

Take a look below at the standout features of our smartwatch by pressing each tab. When talking to your customers about our smartwatches, these features are the perfect answer for the “What can it do” question you’ll most likely receive.

PRIMARY FEATURES



TRACKING

Promotes a healthy lifestyle by making it easy to track activity while remaining fashionable



NOTIFICATIONS

Stop looking at your phone. Display notifications allow you quick glances to focus on what matters



TOUCHSCREEN

Easy access to features of the smartwatch with a simple gesture



CUSTOM WATCH FACES

Customizable watch faces and interchangeable straps allows for almost limitless ways to match your style



WIRELESS CHARGING

Charging puck quickly and effortlessly attaches to the back of the smartwatch



MICROPHONE + SPEAKER

Allows notification sounds (Generation 2 products only) and use of “OK, Google”



ADDITIONAL FEATURES



AUTO-UPDATE TIME/DATE

Automatically updates to your current time zone when you travel



MULTIPLE TIME-ZONES

Frequent travelers can easily keep track of multiple time zones



ALARM

Set custom alarms to help you remember when and where you need to be



CONTROL YOUR MUSIC

Play/pause and skip tracks directly from your device



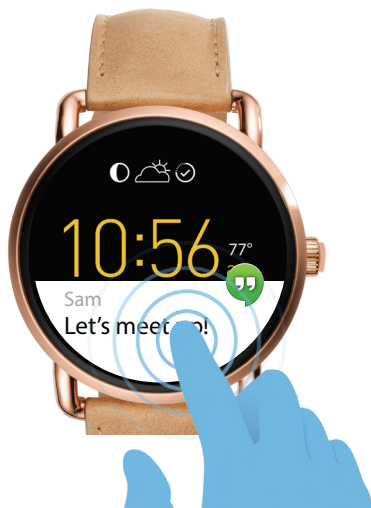
INTERCHANGEABLE STRAPS

Easily change the straps on your smartwatch

SMARTWATCH NAVIGATION

NOTIFICATIONS

Discrete notifications are a key way for you to stay connected in style on your Fossil Q Smartwatch. These notifications, called cards, allow you to view almost any notification sent to your phone directly on your wrist. Here's how you use cards on your watch.



VIEW DETAILS

Press on a notification to see a detailed view



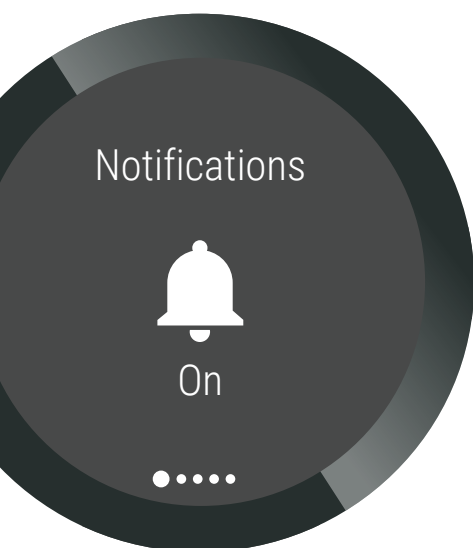
VIEW CARDS

Swipe up and down to cycle through your cards



DISMISS CARDS

Swipe right to dismiss cards



QUICK SETTINGS

In a hurry and need to quickly turn off notifications on your smartwatch? You can do this quickly with the Quick Settings menu. To access the Quick Settings menu simply swipe down from the top of the touchscreen display. Swiping left and right will reveal the most common used setting features found in an Android Wear smartwatch.

Below is a list of the functions and what they do within the Quick Settings menu.

- **Do Not Disturb** – Turns off all notifications sent to your watch
- **Theatre Mode** – Turns off your screen and all notifications
- **Brightness Boost** – Maximizes screen brightness
- **Settings** – Allows you to Power Off, Unpair with phone etc.

CHANGE WATCH FACES

You can easily change watch faces by pressing on the face and selecting from any of the preloaded Fossil watch faces. To cycle through the different options, swipe left and right.



CUSTOMIZE WATCH FACE & SAVE YOUR STYLE

In addition to changing your watch face you can make a statement by customizing it to match your personal style and save it for later.



On the Watch face Menu, press the gear icon to start customizing the selected watch face.



Scroll through the different personalization options and select the ones you would like to change by pressing on them. You're able to customize the dials, sub-eyes, and even colors.



Next, scroll to the bottom of the Settings screen and press Save Style. Your personalized look is saved on the smartwatch and will be accessible in the Fossil Q app on the watch.

SMARTWATCH NAVIGATION CONTINUED

“OK, GOOGLE”

“Talk to your smartwatch?” yep. It’s the fastest way to create or see reminders, events, and alarms using the built-in apps. Simply say “OK, Google.”



Say “OK, Google” to pull up the search screen

Give a command or ask a question. “OK, Google. How do I teach a bear to ride a unicycle?”

The smartwatch will return search results or display a response to your request.

Tapping the watch screen will open the search results on your smartphone.

NOTE: While we recommend sharing the OK Google with your customer we are not so sure about teaching a bear to ride a bike.

Q YOUR STYLE

Select from your saved customized watch faces by color. All you have to do is select the color that matches the moment or your mood.



To access your styles, press and hold the mode toggle button to access the Fossil Q app on the smartwatch.

Then, press on the Fossil Q app to open your saved styles.

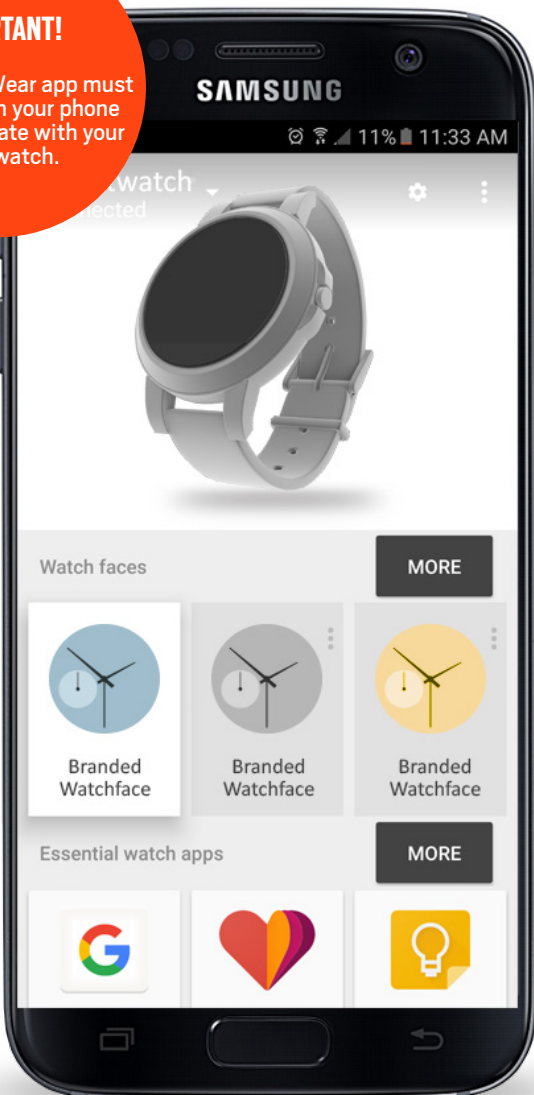
From here, all your saved styles will be organized by color. Simply swipe left and right to find the color that best fits your style.

ANDROID WEAR APP

You've seen what our Fossil Q Smartwatches are capable of. Now let's take a look how the smartwatch connects to a phone. Our smartwatches are powered by Android Wear, available on the App Store and Google Play™. This will be the first item your customers will need to install before pairing their device. Within this app, they can control several features of their smartwatch. Below are a list of those features.

IMPORTANT!

The Android Wear app must be running on your phone to communicate with your smartwatch.



APP FEATURES



A STYLE FOR EVERY MOOD & OUTFIT

Android Wear allows you to update and change your watch faces right from your mobile device.



WORKS IN PERFECT HARMONY

The great thing about Android Wear is that it's compatible with both Android phones and iPhone.



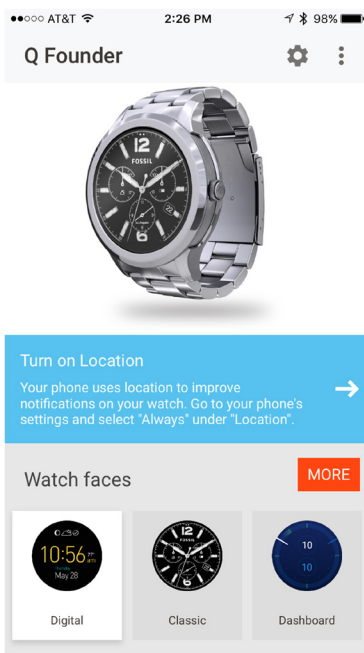
ALL THE APPS YOU'LL LOVE

Download from your phone the different Android Wear apps so you can: Discover music. Perfect your golf swing. Explore a new neighborhood. With thousands of Android Wear apps, there's no limit to what you can do with your watch.




USING THE APP

Now that you know what the app can do, let's look at how your customer can perform some of the most common tasks within the app. They'll need to have Android Wear installed on their phone and running in the background for their smartwatch to connect with their phone.



APP NOTIFICATIONS

1

Press on the  located at the top right of the app.

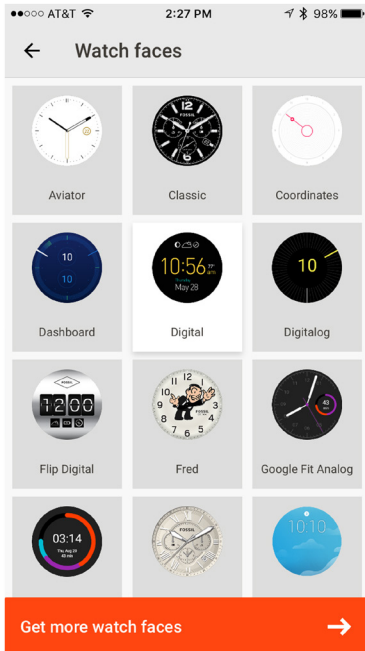
2

Press **app notifications**.

3

From this screen, they can block or unblock notifications for specific apps.

USING THE APP CONTINUED



CHANGE WATCH FACES

1

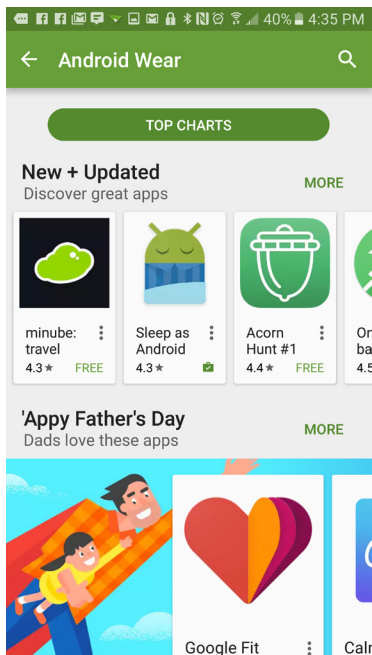
On the main screen of the app, press **MORE** next to the title Watch Faces.

2

Press the watch face and it will automatically be sent to the smartwatch. It's as easy as that.



REMEMBER You can also easily change watch faces directly on your watch by pressing and holding the touchscreen display for two seconds.



DOWNLOAD ANDROID WEAR APPS (ANDROID ONLY)

1

On the main screen of the app press **MORE** next to the title Essential watch apps.

2

Your customer will be taken to Google Play where they can browse and download different Android Wear apps and install them right to their Fossil Q Smartwatch.

SMARTWATCHES: THE ART OF SELLING

Now that you understand how the Fossil smartwatch works, let's talk about the art of selling it. Determining the right watch solution for your customer should be your first priority. To help determine this you'll need to ask questions, present the product and offer solutions if the customer has objections.

ASK QUESTIONS

Here are a few questions to ask to help assist in determining if a smartwatch is a good fit for your customer.

"What are you looking for in a watch?"

"Tell me a little about what you do."

"This watch is all about personalization. Does a nearly limitless ability to coordinate your watch with your style interest you?"

"Do you like the idea of being able to see your messages from your friends without the need to pull out your phone?"

"Would you like the ability to see messages and notifications right from your wrist?"

"How frequently do you update your wardrobe and accessories?"

"How many times a day do you receive notifications on your smartphone?"

Based on the response you get, you should be able to quickly tell whether or not this is right for your customer. If it is, then it's time to present the product.

THE ART OF SELLING CONTINUED

PRESENTING FOSSIL Q

Fashion meets technology. When presenting the smartwatch to your customer, position the product as a fashion accessory.

Fossil took great care in applying fashion to its core design – making a smartwatch that will appeal to the fashion-conscious. Here are a few tips when presenting the product to the customer.

- Share your experiences with using the smartwatch, including how you use it, how you have it setup and what apps you use most
- **Get the smartwatch into their hands**, highlighting it's design and quality and reminding them that it's a fashion-first piece with embedded technology
- **Present what matters to the customer.** Based on what you learn from asking lifestyle questions, elaborate on those features of the smartwatch
- Start by showing the customer how **easy** it is to change watch faces, change straps using the quick release pins and **navigate using the touchscreen**

OFFER SOLUTIONS

Here's the thing: even if you flawlessly present and explain the product to your customer, your customers may still have concerns, and that's okay. Here are some common suggestions to objections that a customer may have for the smartwatch.

"I'm not really sure I want all this tech stuff on my wrist."

"I understand your concern. With our smartwatch, you can use as much or as little as you need. So, if notifications seems like too much, but tracking is important, simply turn on the features that matter."

"Why doesn't it have a heart monitor?"

"The consumer heart rate technology doesn't meet the quality Fossil strives for in their watches. Therefore, the focus is on extending the battery life instead."

"Not really sure if it's for me."

"I understand. Well, you mentioned you liked some of the other features it has to offer. Let's take a look at our other wearable options."

COMPLETING THE LOOK

You have found the perfect fashion wearable for your customer and now it's time to complete the look. A perfect companion to any Fossil Q Smartwatch is a strap (or three). Take some time to show the customer some options that will look great when paired with their new watch. Also, be sure to point out that our smartwatches look great when stacked with bracelets and other accessories.



ELEVATE THE EXPERIENCE

You've learned about Fossil Q, how to answer questions for the customer and what to do when presenting the product. Now it's time to elevate the customer's experience by helping them pair their new smartwatch to their smartphone.

If the customer would like assistance pairing their device, start by providing a quick overview of the pairing process, and reference the tutorial videos on fossil.com/q.

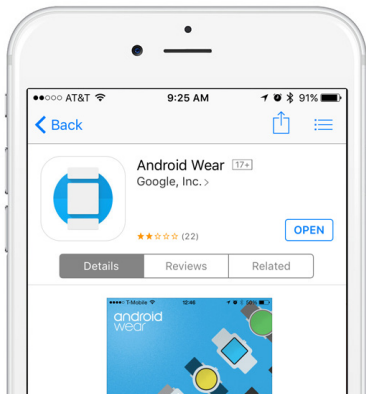
Think of this for a moment. Most returns for wearable products are due to the inability to successfully pair the device the first time. Helping your customer with this process will rid them of one less stress in their day.

If purchasing a smartwatch, let each customer know that their new accessory comes with a charger, quick start guide and warranty information booklet and for the Bradshaw, an extra buckle for interchangeable straps.



PAIRING THE SMARTWATCH

Now we need to learn to pair a smartwatch. The good news is, pairing is easy and painless with Android Wear. Let's take a look.



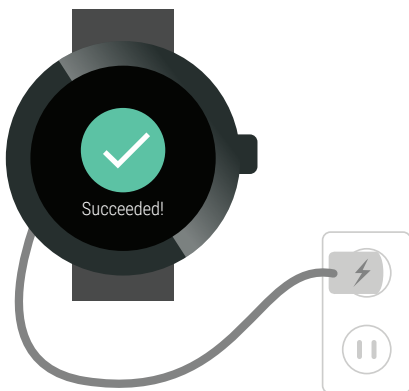
1

On your phone, download and install the Android Wear app from the App Store or Google Play Store.



2

Plug the included charger into a USB wall charger or the USB port of a computer. Place the watch on the charger.



3

Use the Android Wear App and follow the instructions on the screen to pair your watch.

TROUBLESHOOTING

On occasion, you may encounter issues while setting up a customer's smartwatch or your customer may come into your store needing help. Below are a couple of troubleshooting tips when dealing with the smartwatch and Android Wear.

NOT RECEIVING NOTIFICATIONS

Check to see if you're blocking notifications in the Android Wear App

(iPhone users) Ensure the Android Wear App is running in the background

Reset Bluetooth on phone and smartwatch

UNPAIRING A SMARTWATCH

- 1 Open Settings on the smartwatch
- 2 Scroll to the bottom of the screen and press **Unpair with phone**
NOTE: This will factory reset the smartwatch
- 3 iPhone users will also need to open Bluetooth on their device and press **Forget This Device**



WRAP UP

You have been introduced to the Fossil Q Smartwatch collection, gained an understanding of all of the features it has to offer and learned how to pair the device for your customer. Additionally, you were given prime examples of how to ask questions, present the product and offer solutions for the customer.

Take this knowledge and show the customer why technology doesn't have to be just functional - it can also be fashionable.

FOSSIL

GROUP

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