

NOVELTIES

2021 • 2022

MONTBLANC

*Training
Magazine*

APRIL 2021

HELLO THERE!

To celebrate this new season, we have created new, innovative tools in an improved format, starting with your Novelties Training Magazine! Your training magazine has had a makeover, now focusing exclusively on what's new for the coming months. The aim? To offer you an optimum quality of information. So, your 1st magazine will focus on the novelties of April, May and June. The 2nd one on the novelties of July, August and September. The 3rd one will be dedicated to the novelties of October, November, December and January.

To make your reading easier and to support you as much as possible in your learning experience, each collection will offer you the following:

Training Magazine

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- **Overview of the collection**
- **Key points to know** to easily sell any piece from the collection
- **Focus on bestsellers** to know which products to focus our energy on
- **Selling information** with client advantages and benefits + selling tips
- **Collection map** with basic information and QR codes to access relevant product sheets
- **QuickCards** integrated at back of each section to cut out for Daily Briefs!
- **Other product training materials** are also available. Go to page p163 to discover more!

We hope you will enjoy this new format and will be inspired by the variety of novelties! One thing is certain: a new season will be flourishing at Montblanc, and this is already excellent news.

Your Academy Team