

To: Sales Team

From: Marketing Team

Re: **Ring Adjuster Launching**

Date: April 28, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good news team!

To help our clients avoid the inconvenience and cost of resizing, Sophia Jewellery now offers a ring adjuster, a simple yet effective solution for engagement and wedding rings that don't fit properly.

Please see the details below and share the good news to our dear clients, family, and friends:

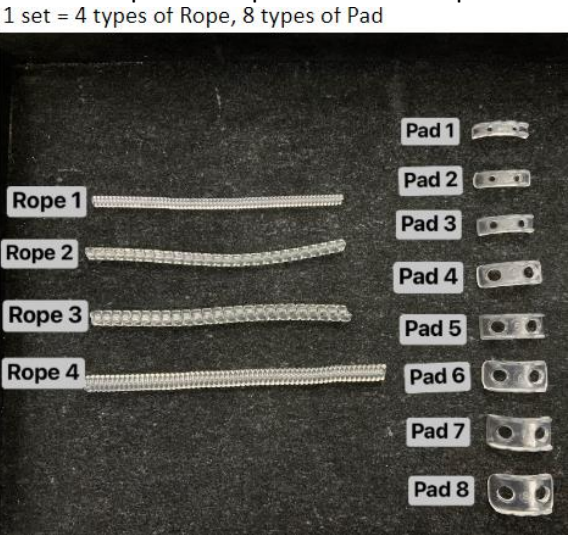
**WHAT:** Ring Adjuster Launching

**WHEN:** May 1, 2023

**WHERE:** All Sophia Jewellery outlets, FB Live, Sophia Channel,

**HOW:**

- A. Mechanics on the new Ring Adjuster Launching**
- 1. Ring adjuster will be offered for FREE to any clients who wish to purchase an engagement and wedding rings but do not fit due to loosen size.
  - 2. Ring adjuster cannot be purchased by non-Sophia Jewellery client. Only clients who bought their engagement and wedding rings from Sophia Jewellery will be entitled to purchase the ring adjuster.
  - 3. Clients can purchase from any SJI outlet by presenting their guarantee card, or official receipt.
  - 4. Clients who wish to purchase ring adjuster shall be charged 25php each and will be accounted under "Other Income."
- B. Guidelines for Ring Adjuster monitoring and replenishment**
- 1. Each outlet will receive 1 set of ring adjusters on the initial rollout so that EC's may try and discover with the client which ring adjuster suits them best for a snug/ideal fit.
  - 2. 1 set of Ring adjusters includes 4 ropes and 8 pads. Pls see the photo below for reference.



- 3. Supply Chain will monitor the inventory of ring adjusters and will replenish the store's inventory.
  - 4. For more guidelines, you may refer to the Ring Adjuster Guidelines G-drive file, that will be shared with all team leaders for reference.
- C. Awareness**
- 1. Text blast brigade** - Text blast brigade through CRM and EC will be sent to the clients.
- "Good news Maam (Name)! Our bodies grow and develop along with us. Avoid the hassle and expense of resizing your engagement or wedding rings with our new Ring Adjuster. Visit us NOW and ask our consultants HOW!" (You may translate this into your own dialect)*

**2. EC Spiel:**

**SCENERIO 1: Ring does not fit (maluwag)**

*Spiel:" Hello maam, ok lang po kung medyo maluwag ang ring, wag po kayong mag-alala, meron po kameng solusyon para dyan. We will give a FREE ring adjuster (shows RA to client) pag binili nyo po ang ring. Mas better nga po kung medyo maluwag ng konti ang ring para po hindi na hassle sa inyo magpa-resize if in case medyo lumaki ang finger size nyo."(explain other benefits)*

**SCENERIO 2: *Client wants to purchase a ring adjuster.***

Guideline: Client will need to present their guarantee card, or official receipt to be able to purchase ring adjuster.

*Spiel: "Hello maam/sir, thank you po for buying our ring adjuster, you need to pay po 25php as long as meron po kayong guarantee card or proof of receipt na sa amin nyo binili ang ring."*

**3. Social media Ads/Posting** - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting regarding the new Ring Adjuster.

In line with this, we are also expecting to receive the following from you:

a. As a reference of documentation, pls send some photos of clients who purchased Ring Adjuster to M'Mylene Pagulayan at [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com), cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com), and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on May 4, 2023.

b. M' Colleen and M'Mylene will do a phone debriefing after the rollout.

If you have any concerns regarding the guidelines and mechanics, you may call the Marketing team or M' Colleen Veloso on 0917-795-7460. For ring adjuster inventory and replenishments concern, you may directly address to Supply Chain c/o M' Jane Hipolito.

Thank you.



Darlyn D. Espiritu  
Marketing Director