

To : Sales Team  
From : Marketing Team  
Re. : Engagement Tips QR Code & Infographics  
Date : December 5, 2023  
CC. : SC, HR, ACCTG, MIS, AUDIT

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Good News!

Introducing our new QR code featuring engagement tips and infographics for the Sales team to share with our clients, focusing on men preparing to propose. The QR code will guide our clients to explore more detailed engagement tips on our website blogs.

We're dedicated to enhancing customer service and being part of our clients' engagement journey. As we honor our clients' stories, we want them to access valuable tips to create a memorable and love-filled proposal experience.

**EC's Guide on how to present to the client;**

1. Present the Engagement tips infographics and explain the different tips.

Spills that EC's can use in presenting the QR code and infographics to our male client who have purchased the engagement ring:

*Perfect po yang ring na napili ninyo sir. Mag po-propose na po ba kayo?*

- a. If client confirmed that he will be proposing but without plans yet:

*"Tamang-tama sir, meron po kaming gustong ishare sa inyo na for sure makakatulong for you para ma-guide po kayo sa preparation ninyo. We want po na maging unforgettable ang engagement proposal mo sir. (present the infographics & explain). For more detailed engagement tips sir, you can scan this QR code (give the QR code). Good Luck po sir sa proposal nyo"*

- b. If client have the plans & preparations ready:

*"That's great sir! Ang galing prepare na pala kayo. Will give this QR code na lang sir and Scan nyo lang po para pwede po kayo ma-guide for more engagement tips. We want po na maging unforgettable ang engagement proposal mo sir. Good luck po sir sa proposal nyo!"*

2. Share the QR code with the client so they can access additional engagement tips.
3. Inform the client that scanning the QR Code will direct them to our website, [sophiajewellery.com](https://sophiajewellery.com)

## Engagement QR Code & Infographics:



### Engagement QR Code



### Engagement Infographics

Stores can start presenting the QR code and infographics to our male clients who have purchased engagement rings as soon as the materials arrive in the store.

For any concerns and feedback, please feel free to contact M' Hannah Alvarez from the Marketing team at 0917-795-7505.

Thank you.

  
Darlyn D. Espiritu

Marketing Director