

MISE EN SITUATION

Product overview:

The most advanced health monitor on a smartwatch : The watch that watches out for you.

Galaxy Watch3 combines smartphone-level productivity and leading health technology in one premium and classic device. Our most advanced Galaxy watch yet, Galaxy Watch3 helps you effortlessly manage your life and health — putting your well-being in your hands.

Price : \$ 329.99



45mm Bluetooth model



41mm Bluetooth model

	45mm Bluetooth model	41mm Bluetooth model
Colors	Case ● Mystic Black ● Mystic Silver Band ● Black Leather ● Black Leather	Case ● Mystic Silver ● Mystic Bronze Band ● Black Leather ● Pink Leather
Band	Large: 22.0 x 130.0 x 9.4mm Small: 20.0 x 115.0 x 9.4mm	Large: 22.0 x 130.0 x 9.4mm Small: 20.0 x 115.0 x 9.4mm
Display	1.4" (34mm) Super AMOLED Corning® Gorilla® Glass DX	1.2" (30mm) Super AMOLED Corning® Gorilla® Glass DX
OS	Tizen Based Wearable OS 5.5	Tizen Based Wearable OS 5.5
Memory	1GB RAM 8GB Internal Storage	1GB RAM 8GB Internal Storage
Connectivity	Wi-Fi 802.11 b/g/n 2.4 GHz Bluetooth v5.0 ⁴	Wi-Fi 802.11 b/g/n 2.4 GHz Bluetooth v5.0 ⁴
Battery	340mAh ⁸	247mAh ⁸
Dimensions	45.0 x 46.2 x 11.1mm	41.0 x 42.5 x 11.3mm
Weight	53g	48g



SITUATION :

You work as a sales advisor at SAMSUNG and have a meeting with a potential customer who is hesitating to buy the new Galaxy Watch 3 for his wife's 60th birthday. Prepare your arguments to reassure and convince him and satisfy his needs. He is worried about:

- how easy it is to use the watch with all the different functions, especially for a retiree
- The price
- The after-sales service in case of an electronic problem
- The battery consumption

On the other hand, he is really curious about:

- The design
- The diversity of functionalities that this new device provides, more particularly the advanced health features like fall detection and blood pressure monitoring.