

**MISE EN SITUATION**



Apple

**Apple Watch Series 6 GPS + Cellular,  
44mm Gold Aluminum Case with Pink  
Sand Sport Band - Regular**

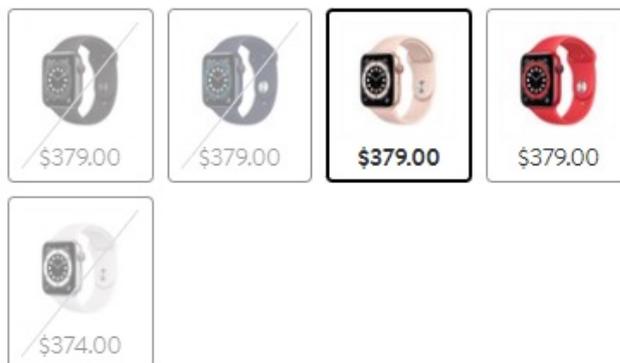
★★★★★ (4.8) [2901 reviews](#)

**\$379.00** ~~\$529.99~~ ⓘ

\$36/mo with [affirm](#) [Learn how](#)

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Color: Pink



**Product details**

- GPS + Cellular model lets you call, text, and get directions without your phone
- Measure your blood oxygen with an all-new sensor and app
- Check your heart rhythm with the ECG app
- The Always-On Retina display is 2.5x brighter outdoors when your wrist is down
- 5GHz Wi-Fi and U1 Ultra Wideband chip
- Track your daily activity on Apple Watch and see your trends in the Fitness app on iPhone
- Measure workouts like running, walking, cycling, yoga, swimming, and dance
- Swimproof design
- Sync and stream music, podcasts, and audiobooks
- Pay instantly and securely from your wrist with Apple Pay
- Set up an Apple Watch for family members who don't have an iPhone using Family Setup
- High and low heart rate notifications and irregular heart rhythm notifications
- Built-in compass and real-time elevation readings
- Can detect if you've taken a hard fall, then automatically call emergency services for you
- International emergency calling from your watch
- watchOS 7 with sleep tracking, cycling directions, updates to Siri, and new customizable watch faces

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**BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENT**  
**ANGLAIS OBLIGATOIRE** **SESSION 2022**

SITUATION

You work as a sales advisor at an Apple store and you have a meeting with customers who practice sports regularly and are hesitating to buy a smart watch. Prepare your arguments to convince them and satisfy their needs.

Use the following hints:

- The technological advantages of the device
- The experience offered
- The benefits for the health and security