



## Welcome to Selco University!

In the world of watch sales, your journey to success starts at Selco U. By enrolling in this program, you've taken an important first step in becoming a professional in the field of customized timepiece sales.

Selco U's valuable, sales-education program will provide you with the resources that you need to succeed in the world of selling customized timepieces for promotions and recognition program services. As both a student and an alumnus, you'll be provided with materials that will aid in both your learning experience and future success:

- Training Guides
- Idea Inspiration Materials
- Special Offers & Discounts

The educational opportunity of Selco U will not only prepare you for selling customized timepieces—it will prepare you for understanding and capitalizing on a thriving industry that is ripe with opportunity.

As a new enrollee at Selco U, you're sure to have a lot of questions. Your orientation packet will help get you started, and then we'll keep you going with updated inserts throughout the year to keep your skills and knowledge base up-to-date.

Any other questions you have can be answered by one of our knowledgeable staff. They will be your guides throughout your educational journey. With years of experience and a thorough understanding of today's customized timepiece industry, they will serve as your greatest resource and facilitators of success. (You'll want to get to know them—trust us!)

On behalf of all the faculty and staff at Selco U, we welcome you and look forward to providing you with the information, training, and tools that will help ensure your success.

Sincerely,

**Mark Abels**  
**President of Selco University**



# DIRECTORY

**ASI:** 86230

**PPAI:** 113845

**SAGE:** 56530

**UPIC:** SELCO



800-947-3526

8909 E 21st St, Tulsa, OK 74129

[selcotime.com](http://selcotime.com)

