Daily Demo DESIGNER EPIC™
Needle Threader

Supplies:
Thread
Use the HUSQVARNA VIKING® DESIGNER EPIC™

Steps for NEEDLE THREDDER DEMO:

1. Sit down in front of the DESIGNER EPIC™ with the consumer in the most prominent position in front of the machine. Allow the consumer to do all of the navigating on the screen.

2. Select the JoyOS advisor™
The JoyOS advisor™ is an extended Sewing Advisor® with on-screen tutorials, sewing projects, step-by-step instructions and sewing techniques. Animations and illustrations will also assist you and provide expert advice right on the screen. Let’s see how this works.

3. Select Knowledge Center
4. Verify Quick Start Guide is selected (this is default)
5. Select Topic: Threading the needle.
One of the first things you want to do on your new machine is threading the needle. Our new path with telescopic thread guide easily accommodates all sizes and types of threads and ensures perfect thread delivery.

6. Select Automatic Needle Threader
Another new feature on the DESIGNER EPIC™ is a fully automatic needle threader. With one touch of a button your needle is threaded and ready to sew. Using the step-by-step instructions and animations, let me show you how easy this is to do.

7. Go step-by-step through the instructions for the automatic needle threader.
Don’t you just love how easy it is to navigate on the screen? The DESIGNER EPIC has the largest display on the market with the same touch capabilities you are used to on your smart phone or tablet.

8. The last two steps have videos that can be played. Be sure to do this and then have the consumer follow the directions. Assist as needed until the needle is successfully threaded.

9. Continue the demo with “Would you like to see more?”

10. Using the Daily Demo Form, capture the customer’s information. Have the consumer stitch across the designated area on the demo form to validate.

Suggestions:
- Be prepared to demonstrate the fully automatic needle threader at all times.
- Seek customers from all areas of JoAnn for the daily demo.
- This is a way to approach a customer with the purpose of a demonstration and sale of a machine. If a sale is not possible, be sure to get their phone number and email address.