

EXPEDITION LEAD

PRINCIPLES

When to switch on?

- During key trading periods of the store
- To support with unexpected footfall increases
- Additional Support to identify customer behaviours
- Empower and support The North Face Ambassadors with the correct knowledge and kit

What do you do?

- **Control, Coach** and provide **Knowledge** at the right time
- Support setting the expectation, leading by example
- Be confident. Motivate and Energise
- Recognise & Reward
- Provide support for The North Face Ambassadors
- Compliment the customer journey

When supporting setting with the expectation.....

What you should see?

- Energy, Enthusiasm and passion from The North Face Ambassadors
- The North Face Ambassadors supporting each other
- Engagement with every customer. Make every interaction count
- Interactions with of our products and store campaigns
- Our Customers having fun and enjoying their journey

What you should hear?

- Positive communication between The North Face Ambassadors
- Customers being provided with the correct information
- Telling stories to excite and make them feel closer to the brand
- Asking useful questions identify customer needs
- Atmosphere in store to compliment the customer Journey
-