

WE HAVE BEEN BUILDING! THERE ARE 2 TOOLS TODAY...Dare To Explore Handbook and the Dare To Explore Flash Cards



DARE TO EXPLORE
Greet

THE NORTH FACE

EXPECTED KNOWLEDGE

Q - What are the 2 types of vision we possess?

A - Foveal (Focus / stare at one point) Peripheral (To the side of us – very good for sensing movement.)

Q - What is the TNF Fly past?

A - When a customer arrives in store, we approach them as though we are walking past them to another place in the store. As we pass them, we smile and say “Hi” or another casual greeting.



You should see and hear them...

Offer a genuine greeting that creates a sense of **belonging** for all customers.

Create **excitement** by being active, but are never too busy to be interrupted.

STORE LEADERS MEETING 2022

Internal Use

Let's look at the first tool it's the Dare to Explore Handbook.
This Contains all you need to know about creating a TNF customer experience.
Access always available for for all store management and team members in physical format
and a online version.

DARE TO EXPLORE HANDBOOK



The second tool we have built are the Dare To Explore Flash cards.....
These accompany the DTE Handbook
I like to say don't tell me what you know but show me what you know. This tool has been built to help you and your colleagues put into practice the theory behind the handbook.
I don't care what you know I care what you show...the PRACTICAL SIDE IS WHEN YOU INHALE IT and it becomes a part of you!
There will be One set store
Translated into your language
Each flashcard is linked to each section of the Handbook
Use on the shop floor
Tests expected knowledge
Clarifies the expected standards
Dares / challenges

DARE TO EXPLORE FLASHCARDS

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DARE TO EXPLORE
Greet DARES

THE
NORTH
FACE

☒ **We Greet Dare**

Over the next hour practice your greeting.
Encourage customers to smile back once they have acknowledged you greet.
Request feedback from other team members on your greeting.

☒ **Smile Dare**

Practice smiling at a team member. Each give an "I've got a secret smile" a weak, "I am not really that bothered smile" and an "I'm going on holiday today" smile.
Use your **genuine smile** (Wrinkles at the eye) for your customers throughout the day.

☒ **Greet Me My Way Dare 1**

Practice greeting an **EXPLORING ON MY OWN** customer.
You should see and hear - Keep distance, try to have an eye contact, smile. Look out for signals to connect.

☒ **Greet Me My Way Dare 2**

Practice greeting a **FILL MY BACKPACK** customer.
You should see and hear – Smile, friendly, stay polite, listen, stay in the same energy than the customer, be fast and efficient. Listen and Act.

☒ **Greet Me My Way Dare 3**

Practice greeting a **LET'S EXPLORE** customer.
You should see and hear – relaxed and fun, inform them about newness, TNF activities, make demonstrations, Tell and Show.

☒ **Greet Me My Way Dare 4**

Practice greeting a **TAKE ME TO THE SUMMIT** customer.
You should see and hear - Ask questions, what do they want to discover today? What are their favourite activities / interests?

It's not just ourselves that we want to BELONG to our community its also our CUSTOMERS! We want them to really feel part of The North Face
This is our GUARANTEE we will offer to our customers as a commitment to experiences they can expect from us...

OUR GUARANTEE

Every customer will feel:

- **Excited** by our enthusiasm and passion for all things TNF.
- They **Belong**, they are keen to be actively involved and **include others** in our **Community**.
- And will leave,
- **Equipped**, with the right kit for any **wild places**.

WHY CHANGE

Our customers are **changing**
the **way they shop**. They are:

- **Researching** our technology and products on line, entering with lots of information.
- **Hyper connected** using all aspects of **social media**.
- Checking our **eco credentials**.
- More prepared to **buy** than browse than pre pandemic times.
- Demanding an authentic **in store experience**.

KEEPING UP WITH CUSTOMER —

We must:

- Create a **hub of exploration**.
- Deliver an **experience** that only The North Face could provide!
- Make **every interaction** count.

Why we have choose dare.....
Just like an explorers compass and map, this handbook will provide you with the know-how and tools you need to create a north face experience for your customers
Why we have choose explore.....
We want to equip our customers with everything the need to explore the peaks trails and streets.



DARE

Definition -
“To have the courage
to do something.”

EXPLORE

Definition -
“Travel through an area in
order to learn about It.”





To be successful at retail we all need to be mini psychologists. We appreciate that all customers have very different lifestyles however, we are always inclusive and never judge customers on their age, sex or accent! When it comes to their appearance the only thing we would notice and appreciate is if they are already wearing TNF kit. Instead, we observe closely the customers behaviour. There are 7.8 billion people in the world and of course each of them are unique – however, to simplify things we have categorized 4 patterns of behaviour that are easy to spot. Our role is to not just spot this behaviour, we also adapt our behaviour to make a deep connection and deliver our guarantee.

Hands up how many of you are aware of the 4 customer types?
Well we are KEEPING the behaviours BUT making them More TNF

OUR CUSTOMERS

How they choose to shop

We have identified
4 main types of behaviour
we see in our stores.

Exploring on my own

Fill my backpack!

Let's Explore

Take me to the summit

CUSTOMER JOURNEY

Every customer's journey is unique

Adventurers do not all follow the same route even when their destination is the same.

Our customers are like adventurers when it comes to their journey in our stores. Some may have already done their research. Others may simply want a demo or a try-on experience, whilst others want to be guided through what The North Face has to offer.

We are adaptable and act according to our customers' needs rather than force them to have the service we want to provide.

ADVENTURE ELEMENTS

GREET

CONNECT

DISCOVER

EXPERIENCE

STORYTELL

KIT OUT

SCALE

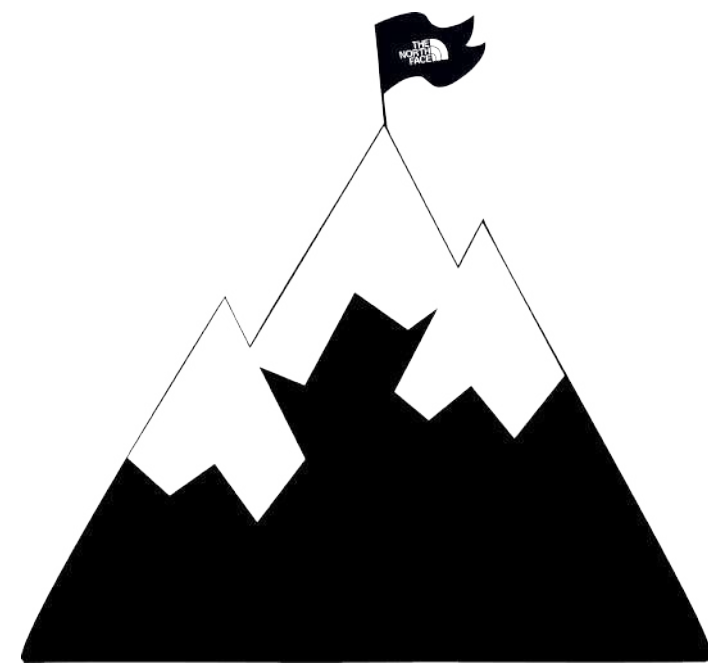
AGREE

COMMUNITY

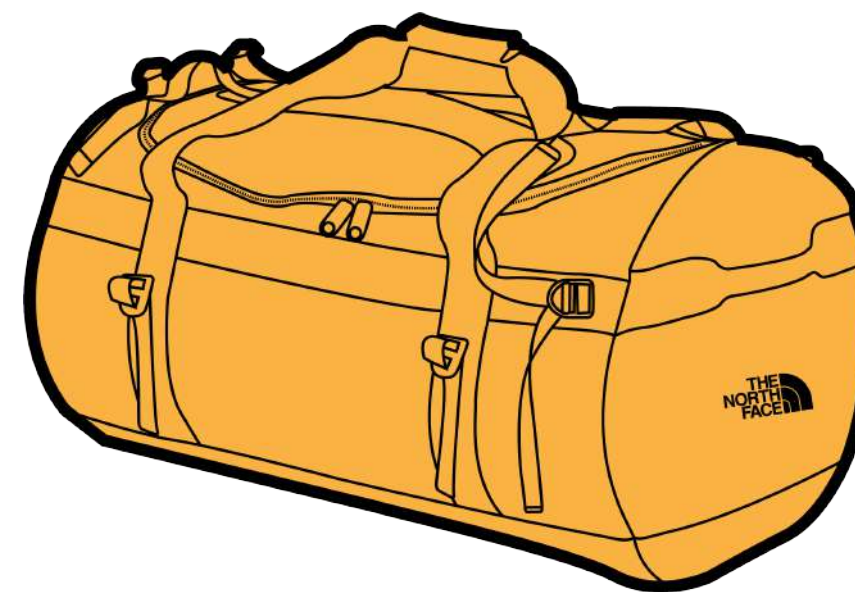
Although each customer journey is different we need to be skilled in whatever route they choose.

We have identified 9 key adventure elements that form our The North Face Adventure building blocks.

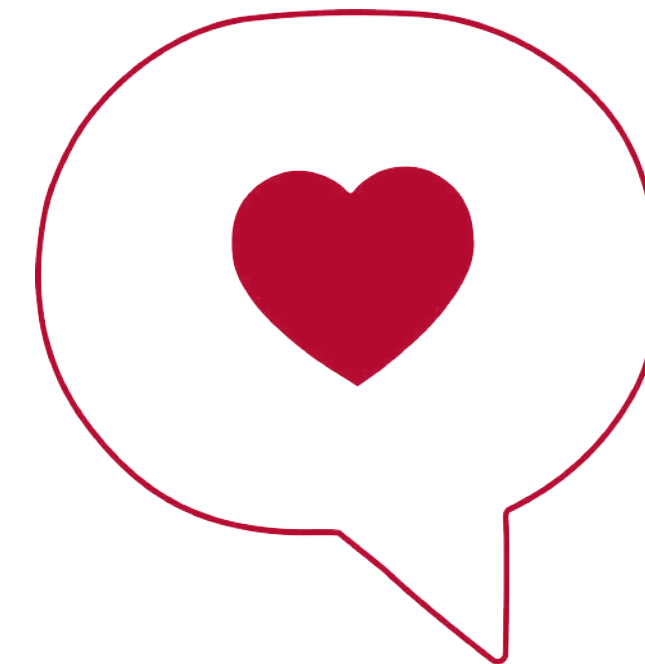
HOW TO NAVIGATE THE DTE HANDBOOK



Standard

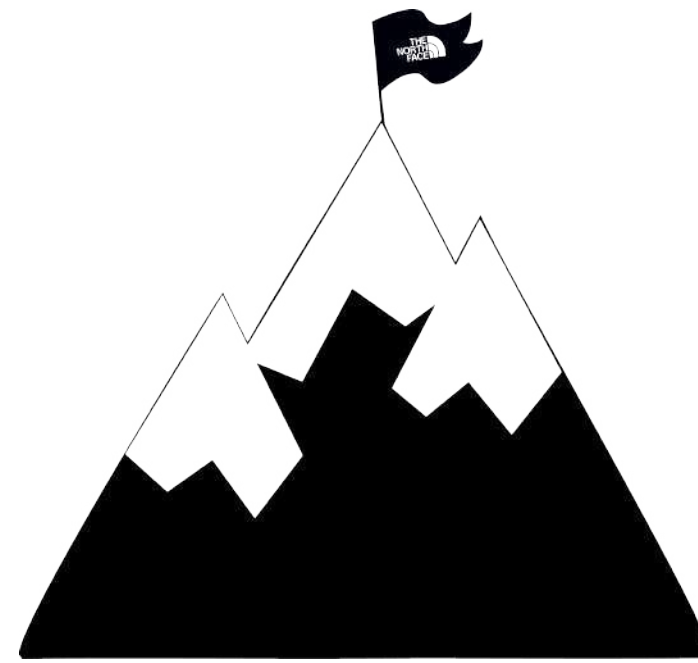


TOOL



Best Practice

For each of the adventure elements we have kept things simple.
Each element follows a similar pattern and we have used icons to help clarify
whether the information is best practice or a handy tool for you to use to create a
The North Face experience for your customers.
Explorers are always open to new experiences, we hope you are too!



Standard

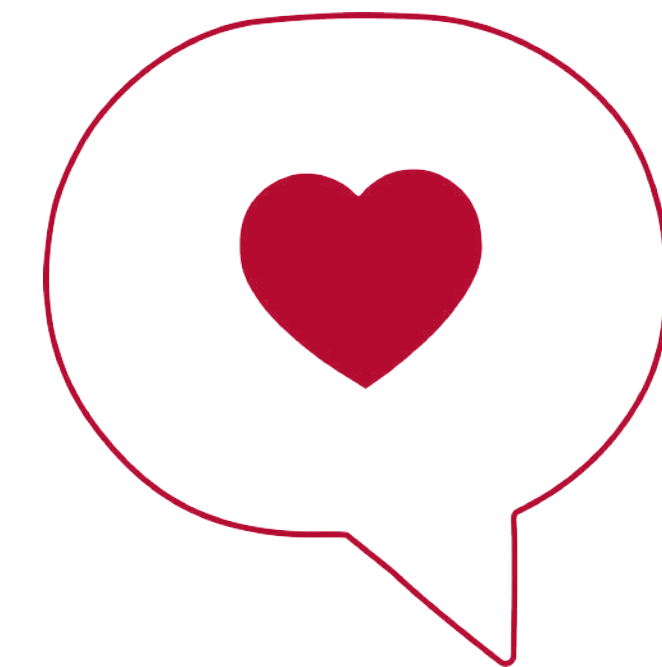
Standard: The icon is of a flag in the summit of a mountain. This outlines the standard expected from every team member.

Just like explorers we need tools. When you see the Icon it represents a TOOL you can use to deliver our guarantee to every customer



TOOL

Tool: The icon is of our Base Camp duffel. All explorers need a kit bag full of tools to help them reach their destination.



Best Practice

Best Practice: This icon shows a heart in a speech bubble. When you see this icon you will find relevant best practice tips and tricks from successful TNF stores that we hope you will LOVE!

ARE YOU READY?

THANK
YOU