



EXPECTED KNOWLEDGE

Q - What is our **PURPOSE**?

A - We **DARE** to lead the world forward through **EXPLORATION**.

Q - What is the **TNF GUARANTEE** we make to every customer?

A - 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.



You should see and hear them...

Be **daring** and **courageous** every day, **eager** to get onto the shop floor **interact** with our customers.

Be clear upon our **purpose** and **create** an **experience** that delivers our **guarantee** with **every customer**.



✓ **CREATE COMMUNITY DARE**

We are driven by the desire to step outside our world and create meaningful connections.

Encourage 3 customers to share their story with you. How did you relate to your customers stories?

✓ **SPARK CURIOSITY DARE**

Share 3 different ways you could do deliver our guarantee.

Use these NATURALLY with customers in these different ways. What was the result (Good and bad)?

✓ **DARE TO DISRUPT DARE**

List the 2 areas of the store which you think are most daring.

Take yourself out your comfort zone and experience, kit out or story tell within these areas of the store when connecting with your customer.

✓ **FEEL EXCITED DARE**

We want every customer to feel **EXCITED**.

If you had a customer who was going trekking for the first time, what 3 items would you recommend as essential for their trip? Present your choices in a way that would excite a customer.

✓ **FEEL YOU BELONG DARE**

We want every customer to feel they **BELONG**.

If you are a **FILL MY BACKPACK** customer, how would you introduce our **EXPLORE PASS** to someone who has very little time.

✓ **LEAD WITH INTEGRITY DARE**

We use our brand as force of good. We have a responsibility to lead. Name 3 initiatives we established to set a new standard for the outdoor industry.

When appropriate share these with your customers.

EXPECTED KNOWLEDGE

Q - What are the 4 customer types?

A - **EXPLORE ON MY OWN**
FILL MY BACKPACK!

LET'S EXPLORE

TAKE ME TO THE SUMMIT

Q - How can you spot a Let's Explore customer?

A - You see them: smile back at you; be open and excited to hear about what's new; be eager to share with you their lifestyle and past adventures; get swept into the shopping experience; be easily distracted.



You should see and hear them...

Recognise the different customers behaviors and personalise the experience they receive.

Prioritise the customers to serve, according to their respective shopper behaviors.

Explain how they can best provide an experience to each type of customer and how this will impact upon store results.

✓ SPOT THE SHOPPER DARE

If one of each of the the 4 shopper behaviours.

FILL MY BACKPACK, TAKE ME TO THE SUMMIT, LET'S EXPLORE and EXPLORING on my own came into your store at the same time how would you prioritise who to connect with first?

✓ CONVERT ME DARE

Dare to convert a FILL MY BACKPACK customer into a LET'S EXPLORE customer once you have met their initial needs.

Review how you did this, what worked? What would make it better next time?

✓ KITTED OUT CUSTOMERS DARE

How many customers can you spot that are already wearing or carrying TNF kit.

Which customer behaviour do they most exhibit?

Use the fact they already have our kit to create a connection?

✓ WATCH ME DARE

Identify which customer profile you find EASIEST to create an experience for.

Ask your team members to observe you in action and discuss together what strengths you have that could be used with other customer types.

✓ WATCH ME DARE 2

Identify which customer profile you find HARDEST to create an experience for.

Ask your team members to observe you in action and discuss together what worked well and what could still be developed.

✓ WHO IS CALLING? DARE

Look for patterns during the day of when the different customer types visit your store.

Use this information to improve the TNF customer experience.

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.

✓ 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?

EXPECTED KNOWLEDGE

Q - What are the common signals that you can potentially spot across every customer type which would give you an opportunity to connect?

- A** - May include:
- Holding products up against them.
 - Opening jackets.
 - Sifting through a shelf or table pile.
 - Holding shoes upside down.
 - Trying something on, on the sales floor.
 - Looking at mannequin, then scanning the area around it.

Q - What is a LINKING INTRODUCTION?

A - When we spot signals that our customers give us we USE that information to make an EXCITING and Individual question or statement. We call these LINKING INTRODUCTIONS.



You should see and hear them...

Spot and respond to the verbal and non-verbal signals that our customers give us.

Build rapport with all types of customers.

✓ LINKING INTRODUCTIONS DARE

Practice using linking statements.

Offer at least x2 LINKING INTRODUCTIONS in order to CONNECT with your customers.

✓ I CAN DARE

Practice delivering I CAN actions and I CAN language/CAN DO language with customers today.

✓ RAPPORT BUILD WITH ME DARE

Practice building rapport with customers who enter the store today when appropriate. Use the 4 rapport builders.

You should share your name to get started, Be respectful of personal space, Pace appropriately and match or mirror body language.

✓ SPOTTING THE SIGNALS DARE

Identify spotting signals across your customer types.

You should be able to see these in apparel, try on, store environment, footwear.

Now dare to connect appropriately when you see the signals.

✓ INDIGO SERVICE DARE

Take the lead in all indigo services within store today. Manage the connection between the store and customer

Remember most indigo services will usually display FILL MY BACKPACK behaviour.

✓ SHARING DARE

With each customer you connect with today, share your name. This is a great way to build a rapport.

EXPECTED KNOWLEDGE

Q - Give me 2 examples of Open, probing and summarizing questions or statements.

- A** - Open questions:
- What do you need from your shoes?
 - Where will you wear them?
 - How versatile would you like the jacket to be?

- Probing questions:
- What’s most important to you?
 - Tell me more?
 - What do you specially like about

Q - How would you show the customer that you are actively listening to their needs?

A - By using the 3 R’s Reassure, Reflect and Recap. We can show the sow the customers we are truly listening to their needs.



You should see and hear them...

Actively listen to encourage our customers to share.

Ask the right questions in the right order to discover needs and desires.

DISCOVER HOW THEY SHOP DARE

Discover how many customers have already got knowledge of our technology and products by researching online.

Use this information to create an experience.

PROBING QUESTIONS DARE

Create a list of 5 probing questions that work for you.

Use these questions IF APPROPRIATE with your customers.

DISCOVER WHO THEY SHOP FOR DARE

Discover WHO they are shopping for. We often assume that all shoppers are there for self purchase and may miss gifting opportunities.

Once you have met your customers needs there could be opportunities to check out who else may benefit from TNF kit.

DISCOVER YOUR CUSTOMER DARE

When engaging with various customers who are tourist or visitors.

What can you discover about their stay and their hometown that made a genuine connection?

OPEN QUESTIONS DARE

Create a list of 5 open questions that work for you.

Use these questions IF APPROPRIATE during your shift.

WHAT DID YOU DISCOVER DARE

After a customer leaves the store ask the team member what they found out about the customer that helped them EXCITE them, KIT THEM OUT and help them want to BELONG TO OUR COMMUNITY.

EXPECTED KNOWLEDGE

Q - What are the 5 senses commonly known to us today?

A - Sight, Taste, Touch, Searing and Smell can all be used singularly or in combination to stimulate the customer’s overall experience.

Q - Name 5 things you can say to encourage a customer to try on.

A - “Let’s try this on”.
“Let’s see which of these two styles you’ll be more comfortable in”.
“We have a mirror over here, come and see how great it looks as well as feels”.
“Let’s get you in your size so you can see how amazing it feel...”



You should see and hear them...

Confidently demonstrate TNF kit.

Help your customers experience our products wherever they are in store.

✓ LINKING STATEMENTS DARE

Choose 10 (apparel and shoe) items.

For each item selected show a feature of the item and then offer a linking statement and a benefit.

✓ LINKING TO BENEFITS DARE

Choose 1 highly technical garment.

Dare the team member to show 4 features of and offer 4 linking statements with a relevant benefit.

✓ TAKE CONTROL DARE

It’s OK to make confident suggestions and offer powerful statements.

Choose 3 performance items make a bold and daring statement about the item.

✓ OFFER OPINIONS DARE

Practice coming out of the fitting room in something ill fitting. Based on this experience provide honest feedback on the fit. What would you say and do.

Be honest and authentic.

✓ TRY ON YOURSELF DARE

Select an item and try it on. Based on the item you have selected to experience. Provide honest feedback on the item.

Now what would you choose as the 2 next best alternatives?

✓ TRY ON YOURSELF FOOTWEAR DARE

Select a pair of shoes that are suitable for a trek. Put them on. Practice explaining why these are suitable for your needs.

Try a half size up and down from your size. How does this feel in comparison?



EXPECTED KNOWLEDGE

Q - What makes a great TNF story?
A - Shared (by the shopper!) Short (under 1 minute), Sticky (easily passed onto others).

Q - When sharing stories what stories can you share?
A - These can be stories which are personal, brand history, heritage, sustainability.

NOTE – They may also be other stories you have heard from other people. That have stuck with you!



You should see and hear them...

Follow the 3 S’s approach to telling stories in store.

Share their own stories when appropriate to deepen connections with customers.



✓ HERITAGE STORY DARE

Customers are often inspired by our TNF history and heritage. Speak about our history and heritage to at least 3 customers.

✓ BEST TNF STORY DARE

Who has told you the best TNF story you have ever heard?
What made it the best?
How can you take elements of this story and using the 3 S’s criteria make some new stories for yourself.

✓ YOUR OWN STORY DARE

Share a short inspiring tale about a time when you have cared for our wild places and how you have done this.

✓ OUR CUSTOMER STORIES DARE

Use open and probing questions to discover a short inspiring tale from our customer about their best explorations ever...
Why was it so good? Where was it? How did it make them feel? Who were they with?
Encourage at least 3 customers to share their stories.

✓ ICON PRODUCT DARE

When a customer shows interest in one of our iconic products take the opportunity to share at least one story behind why this is an iconic piece for TNF.

✓ COLLEAGUES’ STORIES DARE

Share one of your colleagues’ stories to inspire the customer. This may be a story around exploration or product.

EXPECTED KNOWLEDGE

Q - What are the main techniques we can use to kit out a customer?

A - We need to Dare to think big so that we can get ourselves and customer in a positive mindset. Outfitting and layering up are great techniques that are based on a 3 step approach to get your customer fully kitted out.

Q - What are the 3 steps to outfitting?

A - STEP 1 – FOCUS on their MAIN NEED

STEP 2 – Additional products

STEP 3 – REASSURE



You should see and hear them...

Be daring and confident when offering recommendations.

Know our collection well and can always make exciting kit addition suggestions.

✓ GEAR UP DARE

It is super important that our customers try on the products, to feel comfortable and reinforce the points that make the difference.

Have at least 5 customers try on the product you have suggested.

✓ BIG REFRAME DARE

Suggest additional products with different shopper types which compliment the customers selection/needs.

Offer this to at least 3 customers on your shift today.

What worked well, what could make next time even better?

✓ KIT OUT ADVENTURE DARE

If you observe another member of staff involved in KIT OUT adventure. Provide additional support with an example(s) of when you have used the product which backs up all advice already provided.

✓ LAYERING UP DARE

During Kit Out introduce one each of our layering system to a LET'S EXPLORE customer. Base layer, mid layer and shell.

Confidently explaining the benefits of a layering system.

✓ FILL MY BACK PACK DARE

Once you have met the needs of a FILL MY BACKPACK customer offer additional products which compliment the customers original choice.

✓ ACTIVITY DARE

Once you have defined the activity and or main usage of the product. Find at least 2-3 suggestions for the customer to try on.

EXPECTED KNOWLEDGE

Q - What are the 4 steps of addressing a customers concerns or issues?

A - STEP 1 - Acknowledge the concern; this shows the customer you have heard them.

STEP 2 - Ask open ended questions to understand. STEP 3 - Reposition benefits with added features. STEP 4 - Check how the customer now feels.

Q - What are the biggest challenges we face in store that we must SCALE?

A - No sizes/No colours available/Not having products we can see on-line/Exchanges and refunds.



You should see and hear them...

Welcome objections your customers may have and view these as an opportunity rather than a problem.

Retain a positive mindset when facing issues and are able to put them into perspective.

✓ FEATURE DARE

If a customer raises a concern around a feature within the product. Confirm the concern, confidently explain the reasoning behind the feature.

✓ PRODUCT EXPERT DARE

Customer(s) may enter the store with as much knowledge on product as us. This is okay. In order to support your own knowledge, introduce a product expert and (or) expert in that product(s).

✓ TNF WEBSITE DARE

Some of customers may have very specific needs from our product when traveling or exploring.

Introduce information from the TNF website to support addressing customer needs.

✓ SUITABLE ALTERNATIVES DARE

If a customer raises a concern around a product(s). Calmly and confidently introduce suitable alternatives or solutions to these concerns.

✓ CUSTOMER FEEDBACK DARE

If on any occasion, we cannot meet the customer needs or satisfaction. As well as listening to the customer and considering their feedback provide the opportunity for the customer to give direct feedback to the brand via the customer survey platform.

✓ FOOTWEAR DARE

Footwear can raise concerns within customers those who are using footwear for hiking, running, etc. To scale these objections introduce to the customer “test and trail” service.

EXPECTED KNOWLEDGE

Q - What type of questions/statements can you use to get the customers to agreement?

A - You want to ask testing and closing questions as well as statements to test whether the customer is intending to buy.

Q - What testing and closing questions or statements can you make?

A - You can ask questions or make statements around:

- Assume ownership;
- Shopping list;
- Trust us;
- Visualise;
- Create need;
- Alternative.



You should see and hear them...

Confidently test throughout the connection your shoppers intention to buy.

Agree the best solution for your customer even if this means losing a sale.

✓ TESTING DARE

You have Suggest products to the customer to meet their needs. Now, using a testing statement agree if the customer is ready to buy.
E.g. “Which do you prefer?”

✓ CLOSING DARE

The customer is now happy with their kit.

Use the “shopping list” to agree that you have met all of the customer needs.

✓ TAKE ME TO SUMMIT DARE

Whilst serving the TAKE ME TO THE SUMMIT customer type.

During kit out agree throughout this adventure the customers choice in selection.

✓ STATEMENT DARE

When discussing product with the customer reassure the customer with statements based on personal experience from yourself or other within your community.

✓ FILL MY BACK PACK DARE

These customers are eager to get going. Once identified deliver a service which is simple, factual and clear.

Request feedback from one of your team members on how you delivered that service.

✓ TRUST DARE

When you identify product that meets the customer needs.

Build trust in the product by offering at least 2 facts on the item which cover the feature and benefits.

EXPECTED KNOWLEDGE

COME BACK SOON

Q - What type of Exploring Activities can we inspire our customers to engage with in our role as a hub of exploration?

A - We can inspire and encourage our customers to explore through Hiking, Events, Expedition and Travel.

COME BACK SOON

Q - How do we encourage our LET’S EXPLORE customers to shop with us again?

A - Say :“Enjoy the rest of your day. Come back and let us know how the trip goes”.
Reassure. Let them know when the next deliveries and newness that we expect.



You should see and hear them...

Encourage their customers to return in store.

You excite your customers to become an active member of our TNF community.

✓ WE CREATE LOYALTY DARE

During the in store adventure recomend our loyalty program to FILL MY BACKPACK and LET’S EXPLORE customers. Sign up 6 customers to our loyalty programme.

✓ CUSTOMER SURVEY DARE

There is an opportunity with most customer types (not with Leave me to explore) to build relationships and gather knowledgeable feedback from our customers. We can do this via our Customer Survey Platform. On your shift today gather 10 customer surveys across the customer types.

✓ LOVE WILD PLACES DARE

Share a story with a customer(s) about your wild place and why this wild place inspires you.

✓ SPARK CURIOSITY DARE

Our store campaigns are driven to inspire and connect with the greater community.

Often full of knowledge, insight and experiences to be had.

Discuss the current campaign activation with LET’S EXPLORE and TAKE ME TO THE SUMMIT customers.

✓ EXPLORER BOARD DARE

During one of your explorer board team briefs. Discuss as part of your customer topics relevant feedback you received from a customer(s) which would improve todays in store adventure.

✓ TEAM FEEDBACK DARE

Throughout today source feedback from your team members on your community engagement.

How you excite your customer to be a member of the TNF community?

Did you make any changes?