



PRACTICE

BASE CAMP

02 OUR CULTURE

To Equip and excite extraordinary lives
We are here because we are the keepers of our culture and the heart of The North Face.

EXPERIENCE

NOW IS THE TIME WHERE YOU WILL START PRACTICING AND EXPERIENCING YOUR JOB ON THE SHOP FLOOR WITH CUSTOMERS AND TEAM MEMBERS BY USING THE BELOW DARES.

CONNECT

LINKING INTRODUCTIONS

Talk to a customer about your last adventure, or where you would like to explore and why? Can you link this to the product they are looking for?

PERSONAL EXPERIENCE

Talk to a customer about the last time you visited your favorite wild place and what TNF KIT you took. Explain what it did for you and how it made you feel.



CURIOUS

BE A LOCAL CHAMPION

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, and can you recommend one place or activity that they can do locally?

WHERE HAVE YOU COME FROM?

Greet the customer warmly and express your interest in their visit. Ask them about their previous stay or if this is his first time in the region and create a connection by trying to:

- Discover their hometown:
- Ask them what they love most about it or what makes it special,
- Ask them what their local wild place is

LOCAL ACTIVITIES

Explore interests: inquire about the customer's interests or hobbies.
Recommend a local activity or a place to visit: based on the information gathered



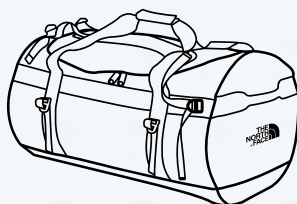
CHAMPION

ACTIVE LISTENING

By actively listening to the customer's needs and interests, can you create a meaningful connection between The North Face's purpose & values, and their outdoor experiences/upcoming exploration?



FROM THE DARE TO EXPLORE HANDBOOK, WE CAN EQUIP OURSELVES WITH THE FOLLOWING TOOL:



■ LINKING INTRODUCTIONS

If you have spotted the signals that the customer gave you, it is important that you USE that information to make an EXCITING and customized question or statement.

If you spot a signal, there is little point in asking “Can I help you?”, as the customer is in obvious need of help!

Instead, we show the customer that we care enough about them to have spotted their signal and comment on it.

We call these LINKING INTRODUCTIONS: simple statements that link what we have seen.

This is smart, as it makes the customer feel special. It should impress and excite them if done well.

Here are some examples.

IF YOU SEE THIS...	YOU COULD USE ONE OF THESE LINKING INTRODUCTIONS...
Opening or holding jackets against themselves	“That jacket feels amazing, would you like to try it on?” / “This jacket comes in many colours.” / “Have you found the right jacket for you?” / “It’s one of our sustainable items.” / “I can see you like this jacket, let me help you out...” / “This jacket is available in all sizes.” / “This jacket comes with our Futurelight Membrane; it feels very soft and is completely waterproof.” / “This jacket is great for sporting activities, like trail running.” / “I see you have chosen our iconic jacket.”
Sifting through a shelf or a pile on a table	“What size do you need? We have all sizes available...” / “We have more like that but in other colours; let me get them for you.” / “This is our GPS t-shirt with the coordinates of the store; it’s perfect as a modern souvenir and available in all TNF cities.” / “This is our standard sweater; it also comes without a hood”.
Handling daypacks and opening the compartments	“This daypack is multi-purpose: it can be used for work or outdoor activities.” / “This daypack is available in various colours.” / “It’s one of our most popular daypacks due to its functionality.” / “Have you found the right daypack for your needs?” / “I see you adjusting the straps; let me help you try the daypack on.”
Picking up footwear and looking at the upper and sole	“This footwear comes with our VECTIV Technology.” / “The grip on this footwear will make you feel confident on any terrain.” / “We have half sizes available; what size do you need?” / “The rocker midsole optimizes forward momentum; would you like to try?” / “This footwear comes with Futurelight; it is completely waterproof.”