



PRACTICE

BASE CAMP

04 OUR CUSTOMERS

We need to keep up with our customers changing needs and make the visit to our stores worthwhile for them.
Once in store their adventure should really begin.

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

MATCH AND MIRROR

The next customer that you help with jackets, try on the same style to easily demonstrate products & features. Mirror them

5 ADVENTURE ELEMENTS

With your customer include five of the adventure elements into their experience

BUILD RAPPORT

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.



CURIOUS

INVITE BACK

Every customer interaction counts, whether they make a purchase or not. With your next customer that does not buy, ask if they had any questions or concerns, inviting them back next time –

BUYING SIGNALS

Over the next 10 minutes, point out the different types of “buying signals” that customers make and then go and approach them with an appropriate linking introduction

LINKING INTRODUCTIONS

With your next 5 customers think of and apply different linking introductions when you approach them. What worked? What didn't? How did you feel by using them?

PROBING QUESTIONS

With your next customer, use 3 probing questions to deeper understand their needs and wants. What did you learn from those questions that you perhaps did not from using just open questions?

ADDITIONAL ITEMS

70% of that try will buy. Try to get your customer to try their selected items on with at least one other additional item. It could be a fleece under a shell, socks with shoes or matching cap to a T-shirt for example – make it relevant



CHAMPION

ACTIVE LISTENING

Can you tell me what our guarantee is and what are the 3Rs of active listening? With your next customer really demonstrate the 3Rs to really understand its effectiveness

FITTING ROOM SUCCESS

Demonstrate 3 best practices for when customers both go in and 3 when they go Out of our fitting rooms – of the best practices, which did you do and why?

3 STEPS TO FOOTWEAR SUCCESS

Demonstrate on a customer or on myself, the 3 steps to footwear success.

BUILDING RAPPORT

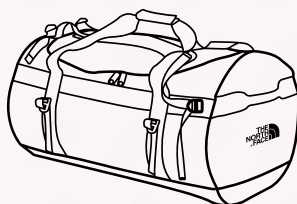
With your next customer, try to demonstrate all 4 of the rapport builders, and feedback which was the easiest to do and why? Which was hardest?

HOW MANY ELEMENTS?

With your next customer, show me how many of the 9 demonstration excellence examples you can introduce into your interaction. Which were easy? Which ones could you not introduce and why?



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



■ DEMONSTRATION EXCELLENCE

Research shows that 70% of customers who try on or test a product, end up making a purchase.

Remember: we are always authentic.

Never lie to a customer about how a garment looks on them just to get a sale.

A DEMONSTRATION, or DEMO, is
the perfect way for our customers to experience our products.
Here are some useful tips from successful stores...

ENJOY YOURSELF	We know smiling works at the GREET stage; it does here too. Enjoy yourself and your positivity will be contagious.
HAND GESTURES	Use your own body to demonstrate what the customer should be experiencing.
ASK & TELL	Don't make it one-sided: ask questions, but also explain things whilst the customer is trying apparel on.
OFFER OPINIONS	Notice the garment's length, and how it fits over the customer's shoulders, back and waist. Ask how the customer feels before offering an opinion.
USE THE ENVIRONMENT	The more we use every element of the store for the customer's experience, the better. The store should be used to create excitement.
TAKE CONTROL	Doing something rather than asking can work. Telling a customer, "Let me demonstrate this for you" works better than asking them, "Would you like to see the latest technology?".
HAND IT TO THEM	Take the jacket and help the customer put it on. We call this sizing the jacket! Additionally, always allow the customer to briefly touch shoes and garments.
SPEAK SLIGHTLY LOUDER	Speak 20% louder than normal and you will be selling to more than one person at a time, all the while creating EXCITEMENT.
TRY IT ON YOURSELF	When you both have the same garment on, you get to share how it feels on you. This is a great way to deepen your connection by matching and mirroring.