



PRACTICE

BASE CAMP

Make the world's most iconic performance gear and enable people to find the incredible in nature and themselves

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.



DEMONSTRATING EXCELLENCE

Can you demonstrate how to fit a 65L technical backpack either on myself or a customer?

A BAG FOR EVERY DAY

Can you identify and demonstrate how to fit a backpack of your choice either on myself or a customer for everyday use?

3 STEPS PRACTICE

A journey of a thousand miles begins with a single step, explain and demonstrate to a team member the 3 Steps to Footwear Success

WHICH DUFFEL

Demonstrate to a customer or team member which duffels that are available in-store will be suitable as 'carry on luggage' and which could be used for "travelling between countries for several months"



GOOD VS BEST

Show me a low price point waterproof jacket and a high price point waterproof jacket, and explain the differences, features and benefits and what activities they can be recommended for.

FOOTWEAR FITTING PRACTICE

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?

TYPES OF WATERPROOF

Identify a Dry-Vent/Gore-Tex/Futurelight jacket on the shop floor and explain the 3 main selling features of this jacket to a team member.

WHY THERMOBALL ECO?

Our very own technology Thermoball has a benefit that a down jacket does not offer. Identify a Thermoball product on the sales floor and explain to a team member what the benefit is.

DOWN RATINGS

All of our down filled Jackets have a down rating. Identify the highest and the lowest down ratings and explain the difference and benefits of both.

VECTIV ALTERNATES

On the shopfloor Identify a non Vectiv shoe and try this on. Explain to a team member the main benefits of this shoe and how this feels to you.



WHICH WATERPROOF?

Try on and Explain the difference between Dryvent; Gore-Tex; Futurelight and tell me what activities they could be good for – use examples from customer stories if you can

WHATS THE DIFFERENCE?

Select 2 different down jackets with the same fill power, how would you explain the difference

ONLINE RESOURCES

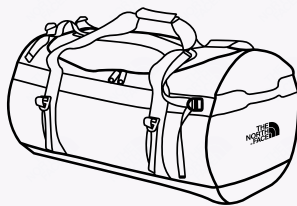
Use the website to highlight features and benefits and potential alternatives to support a customers' buying decision

WHY LAYER UP

Explain to a customer or team member Our layering system and why this is important



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



■ OUTFITTING

Once you have DISCOVERED YOUR CUSTOMERS' NEEDS
and KNOW WHAT TYPE THEY ARE, it's time to Kit Out!

When kitting out customers by outfitting, we can take a similar approach
to our 3-step layering up system.

Take these 3 simple steps to outfitting.

STEP 1

FOCUS on their MAIN NEED

If there is more than one product that meets the customer's need,
start with the most technical one.

Link the features to customer benefits and share your own
experiences.

It is vital to get the customer to try on the different options.

STEP 2

Additional products

Starting with the customer's main need, introduce options that are
compatible with the main product.

Explain the added benefits of each item and, in case it's relevant,
how they complement each other.

Share your own experiences.

STEP 3

REASSURE

Confidently explain your recommendations.

Address any concerns.

Remember it's all about offering options based on your experience
and then letting the customer decide.