



PRACTICE

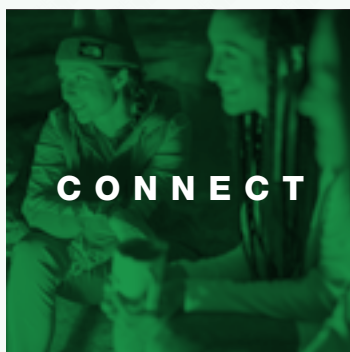
BASE CAMP

WE CARE

To create the best performing products while leaving an ever-smaller footprint on the planet
When we are the biggest player in the industry, we have a responsibility.

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

CIRCULARITY EXPERT

Find and show an outfit that is all from our circular collection to support those wanting to make a more sustainable purchase



CURIOUS

DOWN ALTERNATIVES

Considering those who want hiking insulation products without down, what can you suggest and why? Treat me like a customer and show me my options

WHY FUTURELIGHT?

Find a Futurelight Jacket on the Shop floor and explain the sustainability benefits to your team member.

WHY THERMOBALL?

Explain to a team member or customer why the Thermoball Eco jacket is a great environmentally conscious choice and demonstrate its features and benefits



CHAMPION

RENEW

Ask a customer why they need a new product while speaking to them if they are replacing a TNF item, introduce renew project for them to drop off their old The North Face items.

CLOTHES THE LOOP

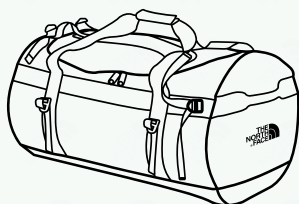
Mention the success of programs like "Clothes the Loop" that encourage customers to responsibly dispose of and recycle their clothing and footwear.

SUSTAINABILITY AS LINKING INTRODUCTION

When you see customers already wearing our sustainable items, create a conversation by asking how it performs, why they like it and where have they explored with it. Use these conversations as sticky stories with other customers and your team members.



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



■ SCALING OBSTACLES

This 4-step approach will help scale customer objections.
Remember, this is not about winning and getting sales.

Instead, it's about ensuring all shoppers are reassured they have made the best possible decision.

The 4 steps to Scaling Obstacles:

STEP 1

**ACKNOWLEDGE THE
CONCERN. LET THE
CUSTOMER KNOW
YOU HAVE ACTIVELY
LISTENED TO THEM.**

STEP 2

**ASK OPEN-ENDED
QUESTIONS
TO UNDERSTAND
MORE.**

STEP 3

**BRIEFLY REPOSITION
BENEFITS WITH
ADDED FEATURES.**

STEP 4

**CHECK HOW
THE CUSTOMER
FEELS NOW.**