



PRACTICE

EXPLORER

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.

EXPLORE MORE

WE HAVE SELECTED SOME MATERIALS FROM OUR EXPLORE MORE SECTION THAT WE FEEL ARE MOST RELEVANT FOR YOU TO KNOW FROM DAY 1...

INTRODUCTION TO DTE HANDBOOK

OUR GUARANTEE

OUR CUSTOMER

ASK THE FOLLOWING QUESTIONS:



What is our The North Face Guarantee?

Answer – Every Customer will feel;

***Excited** by our enthusiasm and passion for all things The North Face.*

*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 place*



What are the names of the 4 customer behavior types we have identified?

Answer - Exploring on my own, Fill my backpack, Let's Explore, Take me To the summit



How many of the 9 key adventure elements that form The North Face Adventure can you name?

Answer - Greet, Connect, Discover, Experience, Story tell, Kit out, Scale, Agree, Community



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

FLY PASS

Explain the purpose of the fly pass, can you show me how to do it with the next 5 customers?

PERIPHERAL VISION

When on the shop floor, can you identify at least 2 positions where you can get the most from your peripheral vision, and tell me why these places are important?

OUR EXISTING CUSTOMERS

How many customers can you spot that are already wearing or carrying TNF kit. Which customer behavior do they most exhibit? Use the fact they already have our kit to create a connection

SMILES

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.



CURIOUS

I LIKE TO SERVE....

Explain which customer behavior you prefer to serve and why?

I LIKE TO BE SERVED.....

Explain which customer behaviors you demonstrate when you shop

PROBING QUESTIONS

After a customer leaves, share with a team member what you found out about that customer



CHAMPION

THREE ESSENTIALS

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.

OPEN QUESTIONS

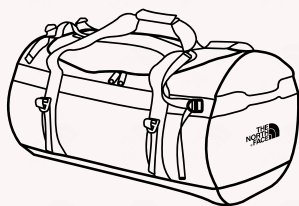
Assume I am a customer wanting a jacket for everyday and light hiking, what open questions can you ask me to ensure we find an appropriate product(s)

USING SENSES

As you know, as explorers we use all of our senses all of the time when on adventure, but can you demonstrate how to use as many of them as possible in-store? Imagine I am a customer needing an outfit, how can you encourage me to use my senses- show me.



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



■ SPOTTING THE SIGNALS

You may see all 4 customer types show they are ready to CONNECT.
Here are some signals...

HELP	Looking around for a staff member.
TRY ON	Holding a product up in front of a mirror. Trying something on on the sales floor.
APPAREL	Holding products up against them. Opening jackets. Sifting through a shelf or a pile on a table. Reading the product label.
FOOTWEAR	Holding and handling footwear.
STORE ENVIRONMENT	Looking at in-store marketing, then scanning the area around it.