



PRACTICE

EXPLORER

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

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...

LAYERING

DOWN

THERMOBALL

DRYVENT

FUTURELIGHT

GORE-TEX

ASK THE FOLLOWING QUESTIONS:



What 3 layers make up our layering system?

Answer – Base Layer, Mid Layer, Outer



What are the types of waterproof technologies The North Face currently use?

Answer –



What are the main types of insulation?

Answer –



What is difference between “Down” and “Thermoball”

Answer –

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****BUILDING RAPPORT**

When you identify product that meets the customer needs. Build trust in the product by offering at least 2 facts on the item which cover the feature and benefits.

MY FAVOURITE EVER

Explain to a team member what is your favorite The North Face product that you have ever seen , and why you like it.

PERSONAL TESTIMONY

Speak to a customer who is looking at a TNF product that you own. Give them personal testimony about the product.

3 PROBING QUESTIONS

Ask your next customer 3 probing questions to better understand stand their needs and build a stronger rapport

**CURIOUS****LAYERING SYSTEM**

Explain the 3 elements of the layering system. Find & Show an option we have for each layer. Go try them on and explain the features and benefits to a team member

FEATURES AND BENEFITS

Our waterproof shell jackets are also windproof , identify a waterproof Jacket in store and try it on, and explain 3 features and benefits to a team member

MY FAVOURITE DOWN JACKET

Identify 2 down jackets in store and try them on. Which do you prefer and why?

YOUR FAVOURITE DOWN JACKET

Ask your team members in store today what their favorite down jacket is?

SYNTHETIC FEATURES

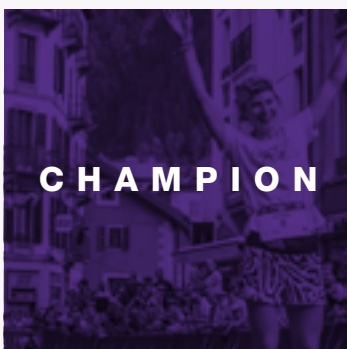
Identify and try on a synthetic filled jacket, and explain how it feels and 2 features and benefits?

YOUR FAVOURITE SHELL

Ask your team members to show you their favorite shell jackets, try them on and ask them to explain why it is their favorite

DAYPACK FEATURE

All of our day packs have a fun little feature that could come in very useful. Pack a daypack, try the bag on and identify this feature. move to base camp

**CHAMPION****WHAT IS WATERPROOF?**

Can you show me which shoes are waterproof and for hiking?
How can you tell what is waterproof?

LAYERING FOR SKI

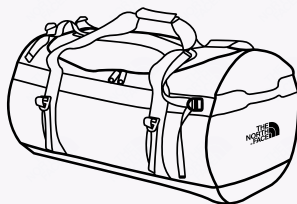
Pick out and try on a ski outfit that incorporates all 3 layers of the layering system

FEATURES OF OUR UNIFORM

Explain to your team member the features, benefits and the things you like about your current uniform



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



■ LAYERING UP

We can LAYER UP when introducing our kit, in order for our customers to experience the layering system.

You can take a 3-step approach to discussing the benefits of the layering system.

STEP 1 FOCUS on their MAIN NEED	If there is more than 1 product which 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 LAYER UP	Starting with the base layer, introduce options that are compatible with the main product. Explain the added benefits of each layer. 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.
Products you should consider offering within the layering up system to ensure the customer has the correct combination for their Kit:	
BASE LAYER	Includes... Synthetic t-shirts, thermals, Dot Knit.
MID-LAYER	Includes... Fleece, Thermoball, Ventrix, Future Fleece, Down.
OUTER LAYER	Includes... Hardshell, Softshell, Windwall, Tri-Climate, Parka.