



PRACTICE

SUMMIT

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

ADVENTURE ELEMENTS

With your customer, can you introduce seven of the adventure elements? Explain what was easy and what was hard? What worked and what did not?

HIKE OUTFITTING

Ask an Explorer team member to pick an outfit for a day hike in wet weather and ask them to explain features and benefits of each piece. Try it on and give feedback about their choices

PROBING QUESTIONS

After a customer leaves ask the team member what they found out about the customer that helped them EXCITE them, KIT THEM OUT and help them want to BELONG TO OUR COMMUNITY.



CURIOUS

LIMITING BELIEFS

When kitting out our customers we should always dare to think big, but are sometimes hindered by our limiting beliefs. What limiting beliefs have you seen in yourself in the last week and tell me how going forward you could overcome them?

THINK BIG

Ask a team member to kit you out for a hike of your choice with at least 6 items, to think big, and ask them to explain why each may be needed.

THINKING AHEAD

When considering our hyper-connected customers, ask the team members instore today which items the customers have come in looking for over the last week and make a list. Which do you have instore, and what alternatives do you have instore for those you do not have, and show them to your team members.



CHAMPION

BUILD COMMUNITY

We want all our customers to come back and share in their adventures, with your customers that have stories to share, and to build community, ask your customers back to share photos with the team in person or email, so we can share their stories with.

MY FAVOURITE ADVENTURE ELEMENT

Our Dare to Explorer handbook sets the standard in customers journey through out the store and what route they take. Our adventure elements support this – pair up with a colleague and discuss your favorite element and which element that is your least favorite.

BREAKING THE ICE

Encourage and Challenge a new team member to identify an 'Explore on my Own' customer and find a way, when the time is right, to engage and ask 3 probing questions. What did they ask and what did they learn about the customer?



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



■ LINKING THE EXPERIENCE TO BENEFITS WHEN TRYING ON

Linking features to benefits is great. However, once customers have the kit on, we can ALSO link what the customer is EXPERIENCING to benefits.

EXPERIENCE WHEN TRYING ON	LINK	BENEFIT
How does that feel?	"IT MAKES YOU"	Look ready for any adventure.
What do you feel?	"YOU LOOK"	Really comfortable.
I can make the feel of this jacket even better...	"BECAUSE.."	I have a fantastic fleece that works really well under it!
That fit seems great...	"I CAN SENSE"	You will get a lot of wear out of your jacket.