



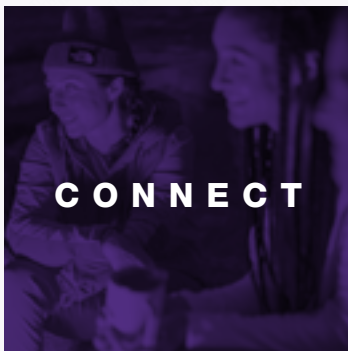
PRACTICE

SUMMIT

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.



3 STEPS...

Ask an Explorer team member to pick a style of footwear and demonstrate on them the '3 steps to footwear success'. Now ask them to demonstrate the same on you.

WHY SUMMIT SERIES

Summit Series uses performance technology that has scaled the world's most challenging summits and is ready to achieve your highest calling. Try on a Summit Shell and explain as many features and benefits as possible.

TYPES OF WATERPROOF

Try on a jacket 3 waterproof jackets; one Dryvent, one Futurelight and one Goretex. Explain the differences in terms of materials, use and benefits to a team member.



HIKE BAG

Hiking bags are a vital piece of kit for any explorer – On your shop floor Identify a bag suitable for someone going on a week-long hike. Explain 5 key features of this bag to your team member and also fit the bag on them.

TRICLIMATE CHALLENGE.

Our 3 in 1 Tri-climates are a one of our bestselling jackets – These come with a removable insulation layer inside of the jacket. Customers are able to buy their own additional zip in insulation lines but the layers need to be compatible. Identify a Tri-climate on the shop floor and identify the compatible zip in layers and explain these to a team member.

WINTER ESSENTIALS

Using a 'Dare to think big' mindset and knowing that Heat loss can happen in three ways, one of which being CONDUCTION: (surfaces we touch, like the ground and air temperature) show me accessories that you can recommend for someone travelling to somewhere cold.



SKI OUTFITTING

With skiwear other than pants and jackets, what else can you offer that we stock to complete an outfit? Can you find a minimum of five items?

VECTIV TRIAL

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

THINKING AHEAD TO THINK BIG

What groups/schools do you regularly see come in and what do they usually need kitting out for? Can you create a small essentials kit list to share with your team and support our newest team members that covers our layering system and essential accessories?



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



■ DARE TO THINK BIG

WHEN KITTING OUT OUR CUSTOMERS, DARE TO THINK BIG.

This isn't always easy...

We live in a world where we are constantly bombarded by negativity.
You can easily get swept away by the negativity.

The problem with this is that if your mind is full of negative thoughts, it will have a negative impact on your ability to create a positive experience for your customers.

We call these negative thoughts limiting beliefs because they will LIMIT your resourcefulness and keep you from delivering our guarantee.

■ EXAMPLES INCLUDE

"Introducing extra products is being too pushy; they won't want them."

"Our products are very expensive."

"Customers only want to buy when there's a promotion."

If you think any of these things, that belief could become a self-fulfilling prophecy and it could come true.

Instead, notice your limiting beliefs and ask yourself if they're really true.

More often than not, they're not true and need to be challenged and turned into something more positive.