



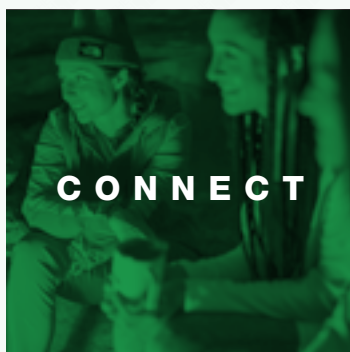
PRACTICE

SUMMIT

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

WHY DFNS?

Explain to your next customer about why they should consider DFNS to protect their purchase?

SUSTAINABLE CHOICES

Ask a team member to show you 3 sustainable insulated jackets, and ask them to explain what makes them sustainable

NOT ALWAYS DOWN

Find out what your top 3 selling down jackets are and show me a synthetic alternative to each



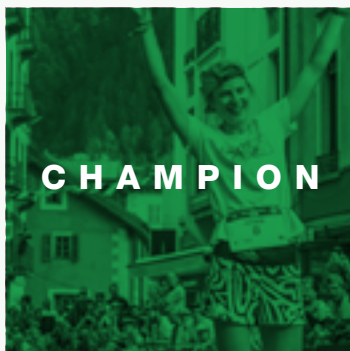
CURIOUS

RENEW

Our kit has a story that goes far beyond functionality, from the day that is born to the day it is given a new lease of life. TNF Renew breathes new life into our gear – find out what adventures a customer, and their kit has been on and suggest to them how they can breathe new life into their kit that they are replacing.

WHICH INSULATION?

Ask a new team member to try on both a down and synthetic jacket and explain the benefits and features of both



CHAMPION

LOCAL SUSTAINABILITY CHAMPIONS

As a team, identify a list of local activities that support the environment, and recommend these to customers who are making their buying choices based on these factors

CARING CUSTOMERS

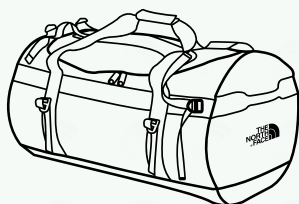
Ask your next 5 customers if they have recently done or are planning to do any environmental activities, and find out what they did/ will be doing

WHAT CAN WE DO?

Suggest to your line manager one activity that can be done in store going forward, to reduce our own waste and help protect our wild places?



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.