

PRACTICE
BASE CAMP



01 WE ARE TNF

"Our Mission was not to sell another sleeping bag or jacket. Our mission was to change the world." ***Happ Klopp***

Born from a purpose. We share the same ambition. The North Face is more than the products we make. Its about the potential to change the world.

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.



OUR HISTORY

A customer is curious about where the brand is from and our history.
Can you tell me 3 sticky stories about our heritage that have stuck with you

FAVOURITE ICON

Grab your favourite icon from the shopfloor tell the heritage story about it to a team member.

WELCOME WITH A TWIST

Start with a TNF twist. For example, "Hello, fellow adventurers! Welcome to The North Face Basecamp. I'm here to get you ready for your next epic expedition." or "Welcome to The North Face, where we don't just sell gear we support you on your wildest adventures and challenge you to redefine your limits. " Come up with your own GREET. Use this as your TNF twist for today



ICONIC STORIES

Identify the icons instore, can you tell me a sticky story about each?

NEVER STOP EXPLORING

Find out what 'Never Stop Exploring' means to your line manager.

SUMMIT SERIES

Athlete Tested. Expedition Proven.™ is more than a badge, it's living proof. The Summit Series collection has scaled the world's most challenging summits, show me which Summit Series items are available instore.



OVERCOMING CHALLENGES

A customer wants something that we do not have in store but is part of the current The North Face assortment. What options do you have to be able to equip this customer with what they need and want?
As an alternative to the following iconic products: Nuptse, Denali, base camp?

ICON ALTERNATIVES

Similar Products: Highlight other products that offer a similar look and the similar features and benefits to our Icons from your assortment in store

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



THE 4 RAPPORT BUILDERS

People like people who are like them! There are 4 ways to build rapport…

01 PERSONAL SPACE

We need to be aware of our customers' personal space. Their comfort is what's most important.

EXPLORING ON MY OWN need the most space.
LET'S EXPLORE and **TAKE ME TO THE SUMMIT** are usually happy to be closer to you.
When it comes to **FILL MY BACKPACK!** customers, it's often best to twist your body slightly to create some room between both of you. Even then, they may invade your space with their hand gestures. This varies culturally; however, for the majority of Europe, 1.2 metres (an arm's length) is where the ideal rapport takes place. You can get much closer, for example, when seated together in the footwear area.

02 SHARING

Offering your name can be a great way to start sharing. Looking for things you have in common also builds rapport, especially with things that link you both together.
For example: places you both like in the area, activities you both enjoy or excitement for The North Face!

03 PACE

Pace is the speed at which we breathe, move and speak.
We are most comfortable with individuals with a similar pace to ours.
Whenever possible, we should match the pace of our customers.

EXPLORING ON MY OWN customers are usually tense until they relax.
LET'S EXPLORE and **TAKE ME TO THE SUMMIT** are usually more relaxed, whilst **FILL MY BACKPACK!** customers move fast and want you to do the same!

04 MATCHING AND MIRRORING

If you "mirror" someone, you provide a mirror image of that person.
If you "match" someone, you copy what they are doing or saying.
This could mean posture, gestures or the tone and pitch of their voice.
Reflecting back a couple of these can build rapport.
Mimicking completely what they do is weird and will NOT build rapport.