
PRACTICE
SUMMIT



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 LOGO

Explain to a customer why we have our logos on the front and the back of our jackets?

MAKES ME PROUD

Share with another team member what story from TNF heritage makes you most proud to be part of TNF. Then ask for an example from them too.

NSE

Ask a customer what 'Never Stop Exploring' means to them.

ATHLETE ACHIEVEMENT

Explain to a colleague which achievement from our Athlete Team has 'wowed' you the most and why?



YOUR OWN STICKY STORY

When presenting an icon, talk about its history or your own sticky story relating to that icon

NSE TO A CUSTOMER

Find out what 'Never Stop Exploring' means to a customer

OUR ATHLETES

Our Athletes push the limits of exploration in 5 different activities. Can you name all 5 and explain to a team member which excites you the most and why.

TEAM STORIES

Ask your team members that are instore, where have they travelled to and used our icons, and ask them for a sticky story about the product



ATHELETE TESTED...

Our Icons are all Athlete-tested and expedition-proven gear that made all the difference when first created. Find an Icon in-store talk about how, where and when it was initially used by our athletes to a team member

TNF SUCCESSES:

Share iconic stories with a customer looking at our icons instore.

ATHLETE INSPIRATION

Use the Website the showcase one of our athletes that are associated with your customers expedition to further inspire them

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



■ FIVE SENSES

The concept of the five senses known to us today goes back to Aristotle, a wise philosopher from Ancient Greece.
The five senses are: Sight, Taste, Touch, Hearing and Smell.

We make sense of information based on what is perceived by each of these senses.
Whilst in our exploration hub, our customers should be encouraged to use their senses.
It's our job to make sure we stimulate each sense in a positive way.

01 **TOUCH**	They feel encouraged to EXPERIENCE our kit by feeling and trying it on
02 **HEARING**	They hear us ask useful questions and tell stories, and they listen to the music playing in the store.
03 **TASTE**	This will be the least used sense, unless of course we decide to offer water or coffee in-store.
04 **SMELL**	They will use this sense too. Notice the smell of our footwear! If any of our materials have a positive smell, encourage the customer to notice this.
04 **SIGHT**	They see presentations of our products and store campaigns, and they check the details and technology of our apparel and footwear. They also look at themselves in the mirror whilst wearing our kit.