

How to Recruit Customers to Join the Rally House Team!

Get to Know your Customer

Step 1

- Identify your target audience
 - Do they come to the store often?
 - Are they coming in during working hours?
- What are they shopping for?
 - Use their love for a team as a conversation starter!

Example: I love that Chiefs hat you picked out! That was a great Super Bowl!

Tell them about Rally House

Step 2

- Mention perks of working at Rally House
- Provide great engagement with the customer.

Example: Did you know we offer a 40% off employee discount? I would love to talk to you about the opportunities we have!

Continue the engagement

Step 3

- If the customer is engaged continue to rave about Rally House!
 - Allow the customer to ask questions!
- Example:** We have roles ranging from part time sales associates to full time store leaders. At a time where other retail companies are scaling back, we continue to grow! Would you be interested?

Tell them the "Why"

Step 4

- Explain to the customer why they should work for Rally House
- Explain your experience with the company

Examples: Working at Rally House has given me the flexibility I need, we also offer great health benefits, and PTO for me to take needed time off!

Wrap up the Conversation

Step 5

- Be sure to answer any questions the customer may have.
- Connect with them on LinkedIn
- Guide them to finding our online application
- Ensure your customer service skills are impeccable.

