

# THE JUST BROWSING SNAPSHOT

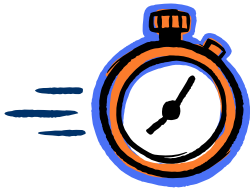
Here's a snapshot overview of the Just Browsing tendencies to assist in training your team during the skill drill.



## Key Reminders

**Enjoys leisurely, trend-focused browsing:**

- Curious
- Spontaneous
- Generally friendly
- Responsive
- Noncommittal about purchasing



**Match the energy of the Guest, they may not always want help.**

*This snapshot represents general tendencies to better anticipate guest needs. People are unique and can display a blend of the Party People categories.*

### Gift Giving: the Discovery Gift

Finding a gift is a discovery process, and they will get inspired by the environment.

### Cool/Unique Items

**"Make sure to check out the local game shop. We have some cool options for gifts."**



### POTENTIAL RED FLAGS

- Work in groups
- One member often requires significant help & asks many questions.
- Provide heavy compliments to team members



### These are the MAJOR Party Fouls with Service.

- Are you finding everything OK?
- Are you doing OK?
- Do you need help finding anything?
- Can I help you find something?
- Hi, how are you doing?

### WHY?

Every person is conditioned to hear and dismiss these very generic questions.



# Holiday Huddle



- The MOD should demonstrate how to engage with the Just Browsing shopper.
- Reverse roles, making the MOD Dan, so the team member practices interaction with the Just Browsing guest:
  - First, Dan cooperates and engages.
  - Next, Dan avoids interaction.

## Scenario

As Dan enters Rally House, the team member should follow FAN by discovering his reason for visiting. When asked what brings him in, Dan quickly states he is just looking.

## Ask 1 FAN question to spark conversation

The person playing Dan responds appropriately to the question; if Dan engages, the team member must ask 1-2 FAN questions to spark engagement.

## Now Offer Solutions to Dan based off what you heard. (team member)

Associate needs to match the response from the guest

- offer 1-2 product solutions and speak to gift cards
- provide a breakaway statement

## Rate the Party: Solution Outcome



### Connect & Coach

- **MOD provides feedback on what the team member did great! How easily can they create a conversation?**
- **How well did the team member handle Dan shutting them down? Did they match and break away in a positive way?**
- **Coach on the quality of questions being asked.**
  - **Did they ask questions that sparked conversation by being helpful?**
  - **What other questions could they have asked?**
  - **How natural did the conversation feel?**
- **Product Knowledge**
  - **What product did the team member suggest?**
  - **Did they focus on cool, unique, or trending products?**
  - **Gift Card: How well did they offer gift cards as an option?**

### Continue:

- Gain agreement on two areas for improvement and inform them you will follow up to observe a guest interaction.