



SM Party Call

Rocking Around the Rally House Tree

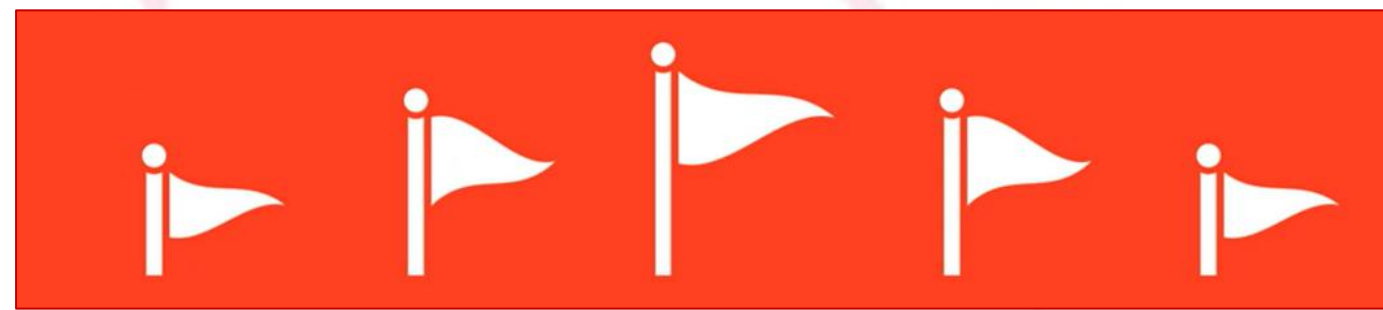
SM November 2025

Agenda

Rally House Strategy

Party Service

Holiday Meeting



Rally House Strategy

Celebrate Hometown Connections

Our Niche: Extraordinary experiences created through an outrageous selection of local team apparel, gifts, and service

Our Target Market: Enthusiastic Supporters of Local Connections

Our Three Unique's:

Welcome to the Party

- Inviting Environments – it's our house, it's your house
- An Experience that is personalized and Local
- Consistently upbeat, good vibes, fun celebrations

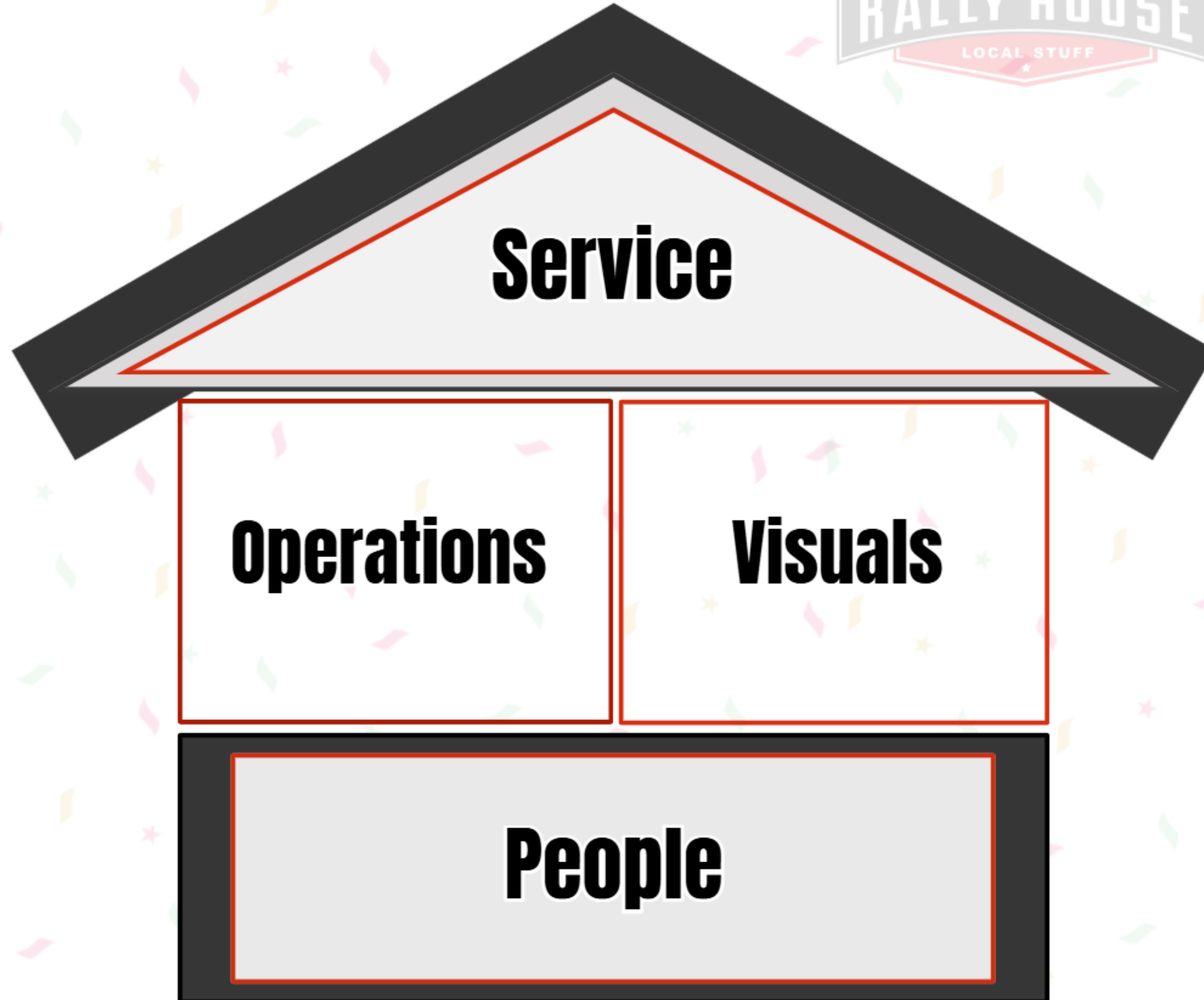
Everything Local

- On trend, curated, and designed for the fans
- Purposeful – each market and location
- “Rally” together sports, community, and culture

Count on Us

- What you want, when you want it
- Give the guest every reason to come back
- Exceed expectations

Rally House Foundations





People

Subject Matter Experts

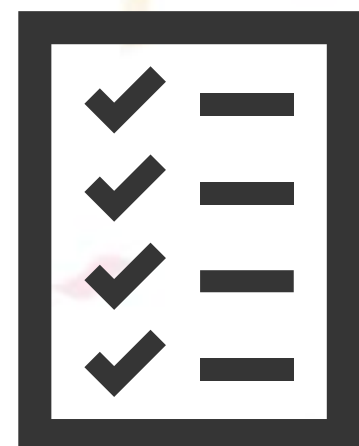
The Rally House Way



Means knowing, speaking, and leading the Rally House Way- SMs model one company, unified process, common language



Expertise comes from mastering the Rally House playbook, built to optimize internal and company growth



Inspect what you expect: When you know the standard, it's easy to recognize wins and course-correct fast.



Service

Welcome to the Party: A Paradigm Shift



Our customers are here to have fun and celebrate.
Our Stores should reflect the fun and excitement of the customer.



The new framework makes the Party easier to learn and coach



Leaders coach, conduct validation and reinforcement, and ensure consistent delivery for every guest, every time.

The Change

A simplified, scalable Party framework

- **Party Zones (Anchors):** Welcome (Kick-Off) and Delight (Send-Off) reliable and pre-determined behavior
- **Three Steps of Service (Fluid Behaviors):** Connect >Detect >Recommend are the action steps that pivot to the guest
- **Why it works:** This framework makes Party service both **reliable** and **adaptable**, giving MODs a simple structure to coach and reinforcing consistency for guests



PARTY SERVICE ELEMENTS

Welcome

2 Detect

Delight

Kick-Off Zone



Send-Off Zone

3 Steps of Service

1 Connect

3 Recommend



Party Service Model: Guest Engagement



Welcome
Welcome to the Party

Welcome to Rally House
Make a Great First Impression

- “Welcome to Rally House!”
- Smile + Whole Body Hello / Genuine



Connect
Create Connections

Creating Energy & Prioritizing Guests

- Stay active & visible
- **Read customer cues once they settle in**
- Utilize Connect Statements:
 - “I see...”
 - “I noticed...”
 - “Looks like...”or Compliment the guest



Detect
Be a Detective

Discover Guests Needs

- “Who are you shopping for?”
- “Did you attend “school”?”
- “What are some hobbies?”



Recommend

NEW

Provide Tailored Suggestions

- “Since you said...”, “Because you told me...”
- This is a fan favorite!
- Use Endless Aisles



Delight

NEW

End on a Memorable Note
Inspire a Return Trip

- “Great pick!”
- “Need a gift bag / receipt?”
- “What’s a good email?”
- “Thanks for coming in!”

The Coaching Challenge



Deliberate Practice:

Repetition moves skills from knowing to doing

Cascading Coaching:

Each level models and reinforces for the level below

Culture Shift:


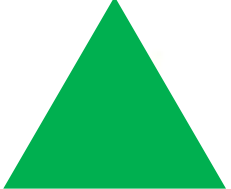
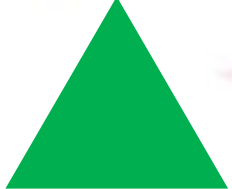
Coaching becomes contagious

The Pilot ROI

Pilot stores outperformed non-pilot across every key metric

	Actual vs LY	AT	UPT
<i>Non- Pilot</i>	4%	3% 64.25	0% 1.60

Pilot

 18%	 6% 69.11	 2% 1.80
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Party Ready sets the energy and experience — the results follow

The Traps

Key Pilot Takeaways

- Underestimating the change
- Too much too soon, rushing through the steps
- Reading guest cues
- Over complicating the daily practice, make it short and sweet

The Party Deck

Making Coaching Contagious Every Shift

- A store-level tool that keeps Party coaching alive on every shift
- Links LMS learning to real-time feedback and recognition
- Fast and fun to build daily habit



Bigger Toolkit & Daily Practice

- Party Deck Micro Skill Cards
- Party Ready Apron Card
 - Bingo Card for their apron
 - Micro Drills per element
- Party Deck is the new coaching and validation tool for Party readiness

Front

Delight: Compliments a guests selected product	Welcome: earned a 5 Star for See, Hear, Feel			
Full Body Hello completed to perfection!	Delighted the guest with a gift bag and gift card			
MOD observed energetic Connect with a guest	Earned two 5-Star reviews			
Detect: Guest was asked discovery question around fun or family	Earned 5 Stars for Endless Aisles knowhow			
Recommend: MOD observed TM offer solutions to a guest	Detect: Actively listened and repeated back what the guest shared			

Back

Party Deck Card

MODs: Add your initials once team members complete the Skill Drills or Party Deck Activity.

Party Zones

- WELCOME (KICK-OFF)
- DELIGHT (SEND-OFF)

3 Steps of Service

- CONNECT
- DETECT
- RECOMMEND

4x6 Party Deck Skill Cards

Connect

Skill 1: Proactive Awareness

Recommend

Skill 1: Product Knowledge

Activity: Scavenger Hunt Fan Favorites

- MOD says: "Pick 3 of your favorite items. When I circle back, tell me why I or a guest should love them. Think of quality, design detail, the feel, or the color."
- Circle back within the hour for a quick share-out.

Coaching: Praise clear product details and excitement. If too vague, ask: "What makes it different from the others on the wall?"

Party Ready in the Moment: The Bingo Card

Build energy through on-the-floor recognition

- Bingo Card keeps coaching fun and visible
- Recognize Party behaviors in real time

**Culture Shift:
Coaching
becomes
contagious**

Front

 BINGO 				
Delight: Compliments a guests selected product	Welcome: earned a 5 Star for See, Hear, Feel	Party Host made a proper and timely Gertrude call	Detect: Discovered an Endless Aisle solution for a guest	Recommend: earned a 5 star on "What You Love"
Full Body Hello completed to perfection!	Delighted the guest with a gift bag and gift card	Paused task to Connect	MOD observed a genuine compliment during Connect	MOD heard "I noticed" being said to the guest for Detect
MOD observed energetic Connect with a guest	Earned two 5-Star reviews	Completed LMS Party Course	Recommend: completed Scavenger Hunt	Party Host earns 5 Stars with 7 sec snap shot
Detect: Guest was asked discovery question around fun or family	Earned 5 Stars for Endless Aisles knowhow	Recommend: Grabbed sizes/colors options for guest	Learned the guest needed a gift and suggested a gift bag as well	Connected and made a guest laugh
Recommend: MOD observed TM offer solutions to a guest	Detect: Actively listened and repeated back what the guest shared	Used yealink to call for back-up	Earned a 5-Star review	Delight: earned a 5-Star for Fan Farewell

Keep the Party Alive Through Daily Micro Drills

Daily micro drills that build lasting habit

- Skill Cards support the Party behaviors and associated skills
- Party Deck turns quick moments into habit

Cascading Coaching:
Each level models and reinforces for the level below

4x6 Party Deck Skill Cards



Connect

Skill 1: Proactive Awareness

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Coaching: Praise clear product details and excitement. If too vague, ask: "What makes it different from the others on the wall?"

Party Deck Card: Tracking Progress

Coaching Challenge






- MOD initials once a Skill Drill or Deck Skill Card is completed
- Can be store focused or based off individual need
- Easy in-the-moment engagement

Deliberate Practice:
Repetition moves skills from knowing to doing

Back

 **Party Deck Card** Name _____

MODs: Add your initials in each box to confirm the team member has completed the LMS Skill Drill or Party Deck activity and is Party Ready. Cards must remain in aprons for DM/RD review.

Party Zones	LMS Skill Drills		Party Deck				
	LMS SD 1	LMS SD 2	SK 1	SK 2	SK 3	SK 4	SK 5
 WELCOME (KICK-OFF)							
 DELIGHT (SEND-OFF)							
3 Steps of Service	LMS SD 1	All-In-1	SK 1	SK 2	SK 3	SK 4	
 CONNECT							
 DETECT							
 RECOMMEND							

Party Ready



Your Goal ensure the Party is happening every day

This is the framework to assess ability

- ✓ **Ready: Nailed it.** They did it right and can own it on their own next time.
- ⏸ **Refine: Almost there.** Show or give a quick tip to tweak or adjust how they do it.
- 🔄 **Retry: Needs a reset.** Model the skill again and have them practice it right away.





Holiday Meeting

★ **Rocking Around the Rally House Tree**
Store Managers are the Hosts of the Party

Get in the Game

The Rally House Way



Parties are not static, Rally House should promote high energy



This is not a meeting — it's a mindset change. It's your chance to host the Party and get every leader involved



We don't sit and listen. We throw Epic parties and Make Moves that Matter

Purpose of the Meeting

Align

- The Guest is our priority
- Get every leader on the same page about what **excellence** looks like
- Understand key language and use of Rally House terminology

Reinforce

- Manage the environment
- Coach and execute priorities
- Keep standards consistent

Commit

- Unified team goals
- Own the culture shift
- Lead the Rally House Way

Game Agenda Overview



Flow of the Game

One Team. One Playbook. One Party.

Your job is to get every leader involved — this is a full-team activity, not a presentation.

- Each section of the board represents a game “round”
- Topics are the Company priorities and build upon each other
- You’ll guide your store leaders through discussion and some quick challenges
- Keep it fast, fun, and focused; reading the guide is checking a box but your energy will shift the culture
-

How to Facilitate

Simple, clear, and fun to lead!




- The Facilitator Guide will be ready to print by Tuesday AM
- Minimal prep print cut and organize before your team arrives
- Follow the quick Say > Do outline to stay on track
- Keep everyone involved call on different voices rotate who leads mini moments
- Some Stations are short discussions others are hands on

Game Activities

Activity 1 = Party Deck speed rounds

Activity 2 = VMA “Make the Moves” VMA vs VMC clarity

The 3 Questions of a Visual Merchandising Audit

Placement 	Performance 	Product Story 
Front & focal	Product moving	Clear product story
Refresh trending	Guest engagement	Intentional add-ons
Guide the eye	Reposition low interest	Build value

Activity 3 = Inspect packing with “CARE” rapid pack and inspect to ship

Activity 4 = Build a gift bag, proper tissue

Activity 5 = Line Control Challenge

Coaching Challenge

Commitment to Leading



Reflect on what **excellence** looks like in your store



Commit to how your leaders will **level up** and keep coaching visible every shift



Prioritize the guest and **celebrate your team** with daily or weekly acknowledgment



Wrap it up with a **leadership photo** of the Holiday Meeting

What's Next

This week

- Tuesday print out the Holiday Party Guide & start to prep (Zipline message)
- Ensure TSLs are utilizing their training time before the 11/16
- **All stores will receive by Friday 11/14**
 - A Party Deck (22 micro skill cards)
 - Bingo/Party Deck Cards for current roster
 - Party Poster and Game Board 11x8.5
 - Store all the Party Tools, including LMS Skill Drills/Party Deck Skill Cards in a designated Party Binder for fast access
 - Order a binder if needed