

**Guest
Type**

**THE SOCIAL
SHOPPER**

Welcome>Connect>Detect using FAN

Follow the FAN track below.

Find out why they came in to Rally House

SAY "Welcome to Rally House, is this your first time in?"

LISTEN

Yes, and I need your help!

Ask Open ended questions

REPLY "I'm happy to help. Are you looking for yourself or for others?"

LISTEN

Guest provides answer.

SAY "Awesome. What are some favorite hobbies?"

Continue to learn more by asking some of these FAN Questions.



Family>Friend>Self

- Who are they shopping for?
- What teams do they love and why?
- What's their favorite color or activity?
- What can I help you find for yourself?

Fun> Fan Gear

- What are we celebrating?
- What are some favorite hobbies?
- How will you or they use the product the most?
- When will you or they need the product by?
- What is the range you are looking to spend?

Now Offer Product you love for them!

SAY "Here are a few options to consider. If I had to pick, I would choose [said product] because..."

Providing why will help build confidence in what they are selecting.

If they were too indecisive, encourage them to use the **shareable wishlist** to know exactly what to get, or proceed with a gift card or break away.

SAY "Gift cards are a perfect fit for any person to choose what they want."

Break Away Statement

SAY "I'll give you the opportunity to explore our product, and I can check back in."

Giftgiving, Closing Solution

ASK "Who else is on your list that I can help you with?"

SAY "We make gift giving easier, be sure to check out our gift bag options, and we include tissue paper as well"

Breakaway Statements Ideas

Use these when we have a full house with many guests to help at once.

"I'll give you the opportunity to explore our product, and I can check back in."

"Take a look at our [blank] selection, we have several styles to choose from! I will be back over to check on you"

"Here is our [women's team] section. I am going to check on a few other customers in this area. If you need suggestions or any other help, my name is Ashley."

"Here is our ____ section. Take a look and I'll be back to check on you. Stefanie is also nearby to help."

