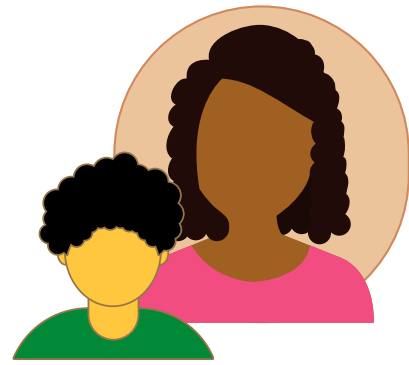


THE IN & OUT SNAPSHOT

Here's a snapshot overview of the In & Out tendencies to assist in training your team during the skill drill.



Key Reminders

Practical, straightforward, value and quality-driven:

- Price is right
- Makes need-based decisions
- Appreciates quick direction
- Shops Independently
- Game Day Shopper



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 Practical Gift

The person generally has a specific price or product in mind for a practical gift.

Price Point & Practical

"What is the range you are looking to spend?"

"What product would they use the most?"



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 In & Out shopper.
- Reverse roles, making the MOD Patty, so the team member practices interaction with the In & Out guest:
 - First, Patty cooperates and engages.
 - Next, Patty avoids interaction.

Scenario

As Patty enters Rally House, the team member should follow FAN by discovering his reason for visiting. When asked what brings her in, Patty quickly states she needs to grab something really quick.

Ask 1 FAN question to spark conversation

The person playing Patty responds appropriately to the question; if Patty engages, the team member must ask 1-2 FAN questions to spark engagement. **Once you get to the product the item she wants is not available at your location.**

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 Patty 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.