



## Find out why they came in to Rally House



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

**LISTEN** *I'm in all the time, came to check out what's new.*

## Ask Open ended questions

**ASK** "Welcome back! I'd be happy to show you some of our new products. Which team are we heading to?"



### Guest provides answer

Walk with the guest & continue to ask FAN questions.

**Guest does not want help MATCH THEIR ACTION AND GIVE THEM SPACE.**

"If you can't find a size or item, we have a few new ways to order the product you are looking for. I'll be right over here if you have any questions."



**ASK** "Awesome, we have some pretty cool new options, have you seen [said Product] yet?"



#### OTHER PROBING QUESTIONS TO CONSIDER ASKING

##### 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!

If the guest doesn't like the new items being shown...



**SAY**

If we did not have what they want, offer them the convenience of Ship from Store or Endless Aisles.

**You are the product expert.**

*Sharing why you like something helps others notice details and trending items. Be genuine and show excitement about the products at Rally House.*

## Gifting, Closing Solution



**SAY** "We have gift card and new gift bag options this year. Check them out in line!"



Party Steps training is applied throughout this talking track. The **POSITIVE** language is in **BOLD**.



# FAN Method: Open-Ended Questions

Samples of FAN method open ended questions are provided below to support your training session as you work with new Team Members on **Party Step 4: Be a Detective.**



## OBJECTIVE:

Write out any open-ended Fan Favorite questions in the FAN Categories below as you complete the activity.

## Examples

### FUN Question Examples

- How are you having fun today?
- How are you celebrating \_\_\_\_\_?
- What team are you watching?
- Where are you watching the game?
- Who is your favorite player?
- What are you bringing to the tailgate?
- What did you think of the recent game?
- How did you become a \_\_\_\_\_ fan?
- What is your favorite way to watch the game?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### FAN GEAR Question Examples

- What event are you going to?
- Who's your favorite player?
- What type of alumni products are you searching for?
- What accessories are you shopping for?
- How did you become a fan of \_\_\_\_\_?
- Are you wearing \_\_\_\_\_ gear because you are an alumni?
- Would you consider yourself a superfan of \_\_\_\_\_ team?
- Does your group have all the game day gear they need for the weekend?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### FRIENDS Question Examples

- Who are you watching the game with?
- What's your friends favorite team?
- How many friends are you buying for?
- Where are you getting together?
- Where are you taking them?
- How would you describe your friends style?
- Who is your friends favorite player?
- How did your friend become a fan of \_\_\_\_\_ team?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### FAMILY Question Examples

- What brings you in today?
- Who are you celebrating?
- Who are you shopping for today?
- Who else is a [team name] fan in the family?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### OTHER

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_