

THE REGULAR SNAP SHOT

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

Key Reminders

Product-savvy, loyal Rally House guest:

- New Product
- Pre-determined items
- Motivated to buy
- Likes feeling valued
- Raving Fan shopper



It is important the Regular is aware of all service options, so they get the product they want.

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 Pre-planned Gift

The person knows the product & has go to gifts in mind.

Staples & What's New

"What is your favorite go to gift?"

"Every loyal [said team] fan needs this item!"



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 Regular shopper.
- Reverse roles, making the MOD Brad, so the team member practices interaction with the Regular guest:
 - Brad is extremely friendly and is a mega sports fan and Rally House regular!
 - He is looking for new items
 - All team members need to Welcome>Connect>Detect using FAN in every role play.

Scenario

As Brad enters the store, the team member welcoming Brad learns he is a mega fan of [select a team at your location] and wants to see new product. Brad does mention his daughter is having his first grandchild!

Ask FAN questions to spark conversation

The team member needs to ask two questions to learn more about Brad's needs.

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

Associate needs to show three new items for that team.

- Offer 1-2 product suggestions for Brad's daughter.
- Offer 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?
- Coach on the quality of questions being asked.
 - Did they ask questions that sparked conversation?
 - What other questions could they have asked?
 - How natural did the conversation feel?
- Product Knowledge
 - Was the team member able to easily find and show NEW product.
 - What product did the team member suggest?
 - **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.