ALL OUT PARTY

PLAYBOOK

Win the Day, Every Day!

INTRODUCTION

THE PLAY:

All Out Party is how Rally House Team Members turn every Guest visit into a celebration. Five steps carry the Guest from the front door to the register: Welcome, Connect, Detect, Recommend, and Delight. Each step is a chance to bring energy, notice what matters to the Guest, and make the Rally House experience unforgettable.

Training Camp builds the knowledge and Skill Drills build the habit. A trainer and a trainee run real Guest moments on the sales floor, talk through what worked, and keep running reps until both agree the trainee is Party Ready.

This playbook brings the Party Model, the Skill Drill process, daily service standards for phones, holds, and fitting rooms, and a Manager's Guide for leaders into one place.

IMPACT:

When every Team Member runs the Party Model, Guests feel noticed in the first 7 seconds, find the right gear faster, and leave with a story to tell. Team Members gain confidence, and stores earn a reputation Guests talk about.

All Out Party supports:

- Confident, natural Guest conversations
- Stronger product recommendations
- Consistent service from Welcome to Delight
- Faster development through trainer-led practice

When done well:

- Guests are greeted with a Whole Body Hello right away
- Team Members ask good questions and listen to the answers
- Recommendations match what the Guest shared
- Guests leave the register feeling appreciated

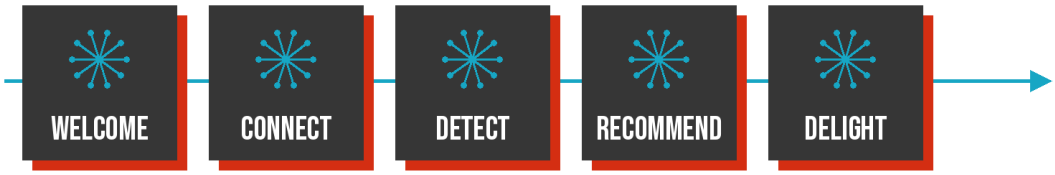
ON FIELD TERMINOLOGY

- **All Out Party:** Rally House's Party Service Model and the Training Camp e-learning course that teaches it. Tagline: Win the Day, Every Day!
- **Party Model:** The five steps of Guest service: Welcome, Connect, Detect, Recommend, and Delight.
- **Welcome:** A strong first impression through awareness, acknowledgement, and approachability.
- **Whole Body Hello:** Eye contact + smile + open posture + greeting, all four working together.
- **Pause After the Greet:** Space for the Guest after your hello, with you staying close enough to help. Use the pause to notice something real about them.
- **Connect:** Building conversation by opening with something real you noticed about the Guest.
- **Detect:** Listening for the story behind the answers and finding what the Guest is really shopping for.
- **Power Four:** Four questions that open up the Guest's story, also known as the "Question Playbook".
- **Recommend:** Matching products to what the Guest shared, with enthusiasm.
- **Ebb and Flow:** Moving between Recommend and Detect as the Guest responds, so every recommendation fits.
- **Delight:** Accurate, timely, memorable service at the register.
- **Fan Farewell:** Delight in action: the final 10 seconds fans remember. Compliment, Customer Capture, The Parting Gift, Thank
- **Party Zones:** The Welcome Zone near the entrance (Party Host) and the Delight Zone at the register (Cashier).
- **Party Host:** Team Member who owns Welcome and is ideally within 30 feet of the entrance.
- **Cashier:** Team Member who owns the Delight Zone at the register.
- **Tote Check:** Offering a Tote at the door and checking back on the Guest's finds throughout the visit.
- **Question Playbook:** Conversation starters in four themes: Family, Fun, Fan-Gear, and Friends.
- **Skill Drill:** A trainer-led roleplay on the sales floor, followed by a coaching conversation.
- **Party Ready:** The trainee has shown the skill and the trainer and trainee both agree they can deliver it the Rally House way.
- **Handheld:** A handheld mobile computer (Zebra and/or other similar brands) that Team Members can use to complete Training Camp on the sales floor.
- **LOD:** Leader on Duty.
- **Yealink:** Store phone and walkie system used for Guest calls and Team Member communication.

THE PARTY MODEL

THE PLAY:

Five steps, one flow. Every Guest moves from Welcome to Delight, and every Team Member plays a part. The Party Model works best when each step sets up the next one.



GAME PLAN

STEP	WHAT IT LOOKS LIKE
Welcome	Every Guest hears “Welcome to Rally House!” A Whole Body Hello lands in 7 seconds. The Party Host is ideally within 30 feet of the entrance and offers a Tote.
Connect	Pause after the greet, notice something real about the Guest, and open the conversation from there. Offer a Tote and let the Guest know you will check back.
Detect	Ask open questions from the Question Playbook, use your Power Four, and listen for the story behind the answers.
Recommend	Match products to what the Guest shared. Ebb and Flow between Recommend and Detect as the Guest responds. The fitting room closes out the visit as an “Also on the Field” moment.
Delight	The Cashier owns the register and delivers the Fan Farewell: A genuine Compliment, Customer Capture, The Parting Gift, and Thank with gratitude.

Taking the Course

All Out Party lives in Training Camp as one course. Team Members can complete it on a handheld or at the manager’s station. Ask your LOD to set aside time on the schedule so you can learn at your own pace and walk away ready to run your first Skill Drill.

Party Zones

Every Guest moment has an owner. Zones keep the party covered from the front door to the register.

ZONE	OWNER	WHAT TO KNOW
Welcome Zone	Party Host	Ideally within 30 feet of the entrance, greeting every Guest. Before stepping away to greet someone, tag in a teammate: “I’ve got a Guest coming in. Can you cover the Party Zone?”
Delight Zone	Cashier	Owns the register and the Fan Farewell. The final 10 seconds are theirs to make memorable.

Tote Check

A Tote frees up the Guest’s hands, so they can shop longer and discover more. Tote Check carries through the visit:

- **Welcome:** Offer every Guest a Tote. Borrow this line: “Can I get you a Tote to free up your hands while you shop?”
- **Connect:** Offer a Tote to any Guest who does not have one yet and let them know you will check back.
- **Detect:** Use what is in the Tote to learn more about the Guest.
- **Recommend:** Suggest additions that pair with what the Guest already picked.

Question Playbook

Stuck on detecting the perfect gift? Try out the Power Four questions from the below playbook. Pick a theme and let the Guest’s answers lead the conversation.

- **Family:** who the Guest is shopping with or for
- **Fun:** the occasion, the trip, or the plans behind the visit
- **Fan-Gear:** favorite teams, players, and what is already in their collection
- **Friends:** who they cheer with and who they love to surprise

SKILL DRILLS

THE PLAY:

Skill Drills turn Training Camp learning into habit. The trainer plays the Guest, the trainee leads the moment, and a short coaching conversation follows. Every drill ends with one clear question: is this trainee Party Ready?

Four drills cover the full Party Model, so trainers can run a drill in the middle of a shift.

IMPACT:

Practice with a real Guest moment builds confidence faster than any handout. Trainees hear what is working, try again, and feel the difference on the very next rep.

Skill Drills support:

- Confident Whole Body Hellos and natural conversations
- Better questions and stronger recommendations
- Consistent coaching from every trainer
- Clear, shared agreement on when a trainee is Party Ready

When used consistently:

- Trainees know exactly what is expected
- Trainers coach by asking first and telling second
- Guests feel the Party Model in every interaction
- Stores build a bench of Party Ready Team Members

GAME PLAN

Trainer-Led Skill Drills

- **Before the drill:** the trainee completes the ALL OUT PARTY e-learning course in Training Camp, on a handheld or at the manager's station.
- **Gameplan:** the trainer walks through the recap and the trainee repeats it back in their own words. It reviews prior learning. If it feels new, the trainee heads back to the Training Camp e-learning.
- **Scenario:** the trainer plays the Guest for real. The trainee leads the moment, and the trainer steps in only if the trainee is truly stuck.
- **Coaching Challenge:** the trainer asks before telling, gets the trainee's own read first, and leads with what worked. The trainer logs what they see.
- **Party Ready?** the trainer and trainee keep running the rep. If it does not click on the first try, they try again. The trainee is Party Ready when they both agree, and then returns to Training Camp to complete the pathway.

DRILL	PARTY MODEL STEPS	FOCUS
Welcome	Welcome	Whole Body Hello, Pause After the Greet, Tote offer, covering the Party Zone
Connect	Connect	Reading the moment, opening with something real, Tote check
Detect & Recommend	Detect, Recommend	Question Playbook, Power Four, Make the Case, Ebb and Flow, Tote Check
Delight	Delight	Fan Farewell at the register: A genuine Compliment, Customer Capture, The Parting Gift, and Thank with gratitude.

Coaching Tips

Your trainer is on your side. Make every rep count:

- Share your own read first. What felt strong, and where do you see room to grow?
- Name one thing you would keep exactly as it was.
- Choose one change for the next rep and decide how you will know it worked.
- Ask for what you need: another rep or a live example to watch.

Questions to ask yourself after any rep:

- What did the Guest get from me in those first 7 seconds?
- What did I notice about the Guest, and how did it shape what I said?
- What would I like to try differently next time?
- How will I know it worked?

SERVICE

THE PLAY:

Great service happens everywhere in the store: at the front door, on the phone, in the fitting room, and at the register. Every interaction is a chance to bring the Rally House experience to life.

The Party Model gives every team a shared rhythm. When we Welcome, Connect, Detect, Recommend, and Delight in every form of communication, Guests feel known, supported, and excited to come back.

A Guest on the phone gets the same energy as a Guest walking through the front door. A Guest in the fitting room gets the same attention as a Guest at the register. Awareness, communication, responsiveness, and follow through make that possible in every corner of the building.

This section shares the service standards and habits that help every Guest feel the party.

IMPACT:

Strong service builds Guest loyalty, trust in the Rally House brand, and sales opportunities across the store. Guests remember teams who were attentive, knowledgeable, responsive, and easy to work with.

Using the Party Model consistently helps teams:

- Create a welcoming and engaging environment
- Build Guest confidence in their shopping experience
- Grow conversion through recommendations and product knowledge
- Answer questions and resolve concerns quickly
- Support smooth operations and strong team communication
- Deliver consistency on the phone, in fitting rooms, and across the sales floor

When done well:

- Guests feel acknowledged quickly
- Team Members communicate with confidence
- Phone calls are answered professionally and returned promptly
- Fitting rooms stay clean, organized, and supportive of the shopping experience
- Guests receive proactive recommendations and solutions
- Stores build a stronger reputation for service and hospitality

GAME PLAN

ANSWERING CUSTOMER PHONE CALLS

Every call is a chance to bring the party to the phone. Guests on the line deserve the same energy and attention as a Guest at the front door, so bring Welcome, Connect, Detect, Recommend, and Delight to every conversation.

Phone Greeting

- Most of the year, answer with: “Thank you for calling Rally House (store name), this is (your name), how can I help you?”
- During the Holiday season, answer with: “Season’s Greetings from Rally House (store name), this is (your name), how can I help you?”

Returning a Guest Call

- When returning a voicemail, say: “Hello my name is (your name) with Rally House and I am returning the voicemail that you left.”

Hold Expectations

When you need more information or support:

- Ask the Guest: “May I place you on a brief hold?”
- Use the Hold feature while you find answers or clarification.
- Confirm the facts first so every Guest gets an accurate answer.

Phone Service Standards

- Keep your assigned phone in your apron, ready to go.
- Answer calls promptly whenever possible.
- Smile while you talk. Guests can hear it.
- Listen closely to the Guest’s needs and concerns.
- Bring in product knowledge and recommendations to support the conversation.
- Before ending the call, ask if the Guest needs anything else.
- Use the same service behaviors on the phone that you would use face-to-face.

Why Phone Service Matters

Strong phone service creates:

- Guest satisfaction and faster problem resolution
- Sales opportunities through product support and recommendations
- A professional, reliable Rally House brand image
- Stronger teamwork and store communication

VOICEMAIL EXPECTATIONS & FOLLOW UP

Voicemail follow up extends the Rally House Guest experience. Prompt responses, ownership, and clear communication help every Guest feel supported, even when a call is missed.

Voicemail Monitoring

- Check voicemails every 15 minutes through the store e-mail.
- When inbox rules are set up correctly, voicemail notifications arrive from AT&T Office@Hand as a high importance e-mail.
- The Team Member monitoring voicemail also handles the Guest callback whenever possible.

Returning Voicemails

- Introduce yourself and acknowledge the Guest's voicemail.
- Listen closely to the Guest's concern or question.
- Stay with the Guest until the issue or request is resolved.
- Confirm the Guest has everything they need before ending the call.

Voicemail Ownership

- Delete the voicemail once you have reached the Guest and addressed the issue. This keeps teammates from duplicating follow up.
- Bring in your LOD whenever a question or concern needs extra support.

YEALINK PHONES

Yealink phones are the store phone system and the in-store walkie, all in one device for Team Members.

Phone Assignment

- At the start of each shift, pick up your labeled Yealink phone and place it in your apron.
- Keep it with you throughout your shift.

Understanding Ring Tones

- **Traditional ring tone:** an external Guest call. Answer with the approved Rally House phone greeting.
- **Chirp ring tone:** an internal Team Member message through the Intercom feature. Use the directional button to choose who to contact:
  - Leader on Duty
  - Party Host
  - Register

Locking the Phone

- Lock the phone while it rides in your apron.
- Press and hold the pound sign to lock or unlock the keypad.

End of Day

- At close, return each phone to its matching labeled charger.
- Each phone holds a charge for approximately 12 hours.

Locating a Lost Phone

- Use the paging key on the base station to page the missing phone.

CUSTOMER PRODUCT REQUEST

Guest product requests show us what the neighborhood loves. When a Guest asks for an item we do not carry yet, submit the request and keep the shopping experience going with options available in the store.

Product Request Expectations

- Complete the Customer/Product Request form for requested items not currently carried.
- Find the request form on the NetSuite Dashboard.
- The Buying Team reviews every submitted request.

Supporting the Guest

- While you complete the request, keep helping the Guest with alternatives available in the store.
- Recommend similar items that could fit what they are looking for.
- Use your product knowledge and enthusiasm to keep the experience positive.

CUSTOMER HOLDS

Customer Holds set up future purchases and keep merchandise organized, protected, and ready for the Guest it belongs to. Great hold management also keeps inventory accurate and builds Guest trust.

Hold Expectations

- Merchandise can be held for up to 2 days without LOD approval.
- Every hold item gets:
  - A spot in the designated hold area
  - A completed Customer Hold form attached
  - A hold placed through NetSuite
- Organize hold merchandise alphabetically by the Guest's last name.

Daily Hold Area Review

- One scheduled Team Member reviews the hold area each day.
- Contact Guests when merchandise has been on hold longer than 2 days.
- If the Guest no longer wants the item, return it to the sales floor.
- Guests can request one additional day.

Hold Protection

- Held merchandise stays reserved for its Guest throughout the approved hold period.
- If another Guest asks about the item, you can show it and let them know it is reserved for another Guest right now.

FITTING ROOM PREP

A great fitting room feels clean, welcoming, organized, and secure for every Guest. Strong awareness and consistent recovery support both Guest service and Loss Prevention.

Fitting Room Expectations

- Fitting room, bathroom, and stockroom doors stay closed and locked during business hours.
- Make sure doors fully close and relock after each Guest exits.
- If a lock is broken or missing, submit a Maintenance support case.

Fitting Room Coverage

- During high traffic periods, a Team Member zones near the fitting room area.
- A go-back rack stays near the fitting room to keep recovery quick and organized.
- The fitting room attendant recovers unwanted merchandise from fitting rooms.

Guest & Merchandise Awareness

- Adults are assigned one fitting room per person.
- Young children can join parents in the same fitting room.
- Keep an eye on strollers, bags, purses, and diaper bags, since these items can add theft risk.

WELCOME TO THE FITTING ROOM

The fitting room is the “Also on the Field” moment of Recommend and an extension of the Party Model. Create a welcoming, attentive, supportive space where Guests feel comfortable trying things on.

Greeting the Guest

- Welcome the Guest to the fitting room area.
- Let them know you are checking for an available fitting room.
- Before opening any fitting room door, knock loudly and ask if it is occupied.

Fitting Room Item Limits

- Keep track of all merchandise entering the fitting room.
- Up to 6 items can enter at one time, including hardlines.
- Whenever possible, hold hardline items near the register area.
- Use numbered rings on the fitting room door to track item counts.

Supporting the Guest

- Introduce yourself to the Guest entering the fitting room. For example: “My name is (Team Member name). I will be back to check on you in just a couple of minutes to see if you need any other items or sizes.”
- Check on the Guest periodically by knocking and offering additional items or sizes.

Fitting Room Recovery

- When the Guest exits, ask if all items worked out and offer additional sizes if needed.
- Remove unwanted merchandise and hangers right away.
- Wipe down and reset the fitting room for the next Guest.

MANAGER'S GUIDE

THE PLAY:

Leaders set the energy for All Out Party. Leaders on Duty (LODs) and Store Leaders watch what Guests see, hear, and feel, keep every Party Zone covered, and coach Team Members in the moment so the Party Model shows up on every shift.

Training Camp builds the knowledge, trainers run the Skill Drills, and leaders keep the habit alive on the floor. Strong leadership presence means walking the store with curiosity, asking good questions, and celebrating what is working.

IMPACT:

When leaders manage the Party well, Team Members know what great looks like, Guests feel the difference at the door, and stores build a bench of Party Ready teammates.

Managing the Party supports:

- Consistent execution of the Party Model on every shift
- Confident Team Members who receive coaching in the moment
- Clear coverage of the Welcome and Delight Zones
- Faster development through trainer-led Skill Drills

When done well:

- Guests are greeted with a Whole Body Hello within 7 seconds
- Team Members hear what worked before they hear what to adjust
- LODs lead proactively and spot opportunities early
- Every Team Member knows when they are Party Ready

GAME PLAN

Lead the Party: What to Look and Listen For

STEP	YOU WILL SEE	YOU WILL HEAR
Welcome	The Party Host ideally within 30 feet of the entrance. Team Members stop, turn toward the Guest, and show eye contact, a smile, and open posture. A teammate covers the Party Zone when the Party Host steps away.	"Welcome to Rally House!" "I've got a Guest coming in. Can you cover the Party Zone?"
Connect	A pause after the greet, with the Team Member staying close enough to help. A Tote offered with a check-back.	A comment about something real the Team Member noticed, followed by an open question.
Detect	Team Members leaning in and listening. Questions drawn from the Question Playbook: Family, Fun, Fan-Gear, and Friends.	Guests doing most of the talking.
Recommend	Products tied to what the Guest shared. The Team Member returns to Detect when the Guest says no, then recommends again. The fitting room offered as the finishing touch.	"You mentioned…" and recommendations that match the Guest's story.
Delight	The Cashier at the register delivering the Fan Farewell: A genuine Compliment, Customer Capture, The Parting Gift, Thank with gratitude.	A warm, genuine compliment and a thank you in the final 10 seconds.

Party Zone Coverage

- **Welcome Zone:** the Party Host is ideally within 30 feet of the entrance. Confirm coverage at the start of the shift and after breaks.
- **Delight Zone:** the Cashier owns the register and the Fan Farewell. Check in during busy periods so the farewell stays warm.
- **Tag in:** a Team Member who steps away to greet a Guest asks a teammate first: "I've got a Guest coming in. Can you cover the Party Zone?"
- **Coach it:** celebrate teammates who tag in smoothly and invite practice when a zone needs coverage.

Tote Check

- Guests are offered a Tote at the door: "Can I get you a Tote to free up your hands while you shop?"
- Team Members check back on Guests who accepted a Tote.
- Totes travel with the Guest through Detect and Recommend.

Your Role in Skill Drills

The Skill Drill process is in the Skill Drills section of this playbook. As LOD, you make sure the right reps happen at the right time:

- Set aside time on the schedule for new Team Members to complete the All Out Party course on a handheld or at the manager's station.
- Choose a trainer for each trainee and protect time for the drill.
- Pick moments on the floor that support the scenario, like a slower stretch at the entrance or the register.
- Check in with the trainer afterward, celebrate the progress, and follow up on the next shift.

Coach in Four Moves

- **Ask before you tell.** Get their read first: "How did that feel?"
- **Lead with what worked.** Name something specific you saw and heard.
- **Explore the gap together.** Ask what they would try differently and listen for their ideas.
- **Agree the next rep.** Decide on one change and how you will both know it worked.

Questions to Keep in Your Back Pocket

FOCUS	QUESTIONS
What do you want to happen?	What would a great Welcome look like for this Guest? What did you want the Guest to feel?
What happened?	What did you notice about the Guest before you spoke? What did the Guest get from you in those first 7 seconds?
What could you try?	What is one thing you would keep exactly the way you did it? What is one thing you would try differently?
What is your plan?	What will you commit to doing with the next Guest? How will you know it worked?

Keep It Positive

- Coach right away, while the moment is fresh.
- Keep your tone warm and curious.
- Invite another rep, since practice builds confidence.
- Celebrate progress out loud with the whole team.