



BRING NIKE
TO LIFE

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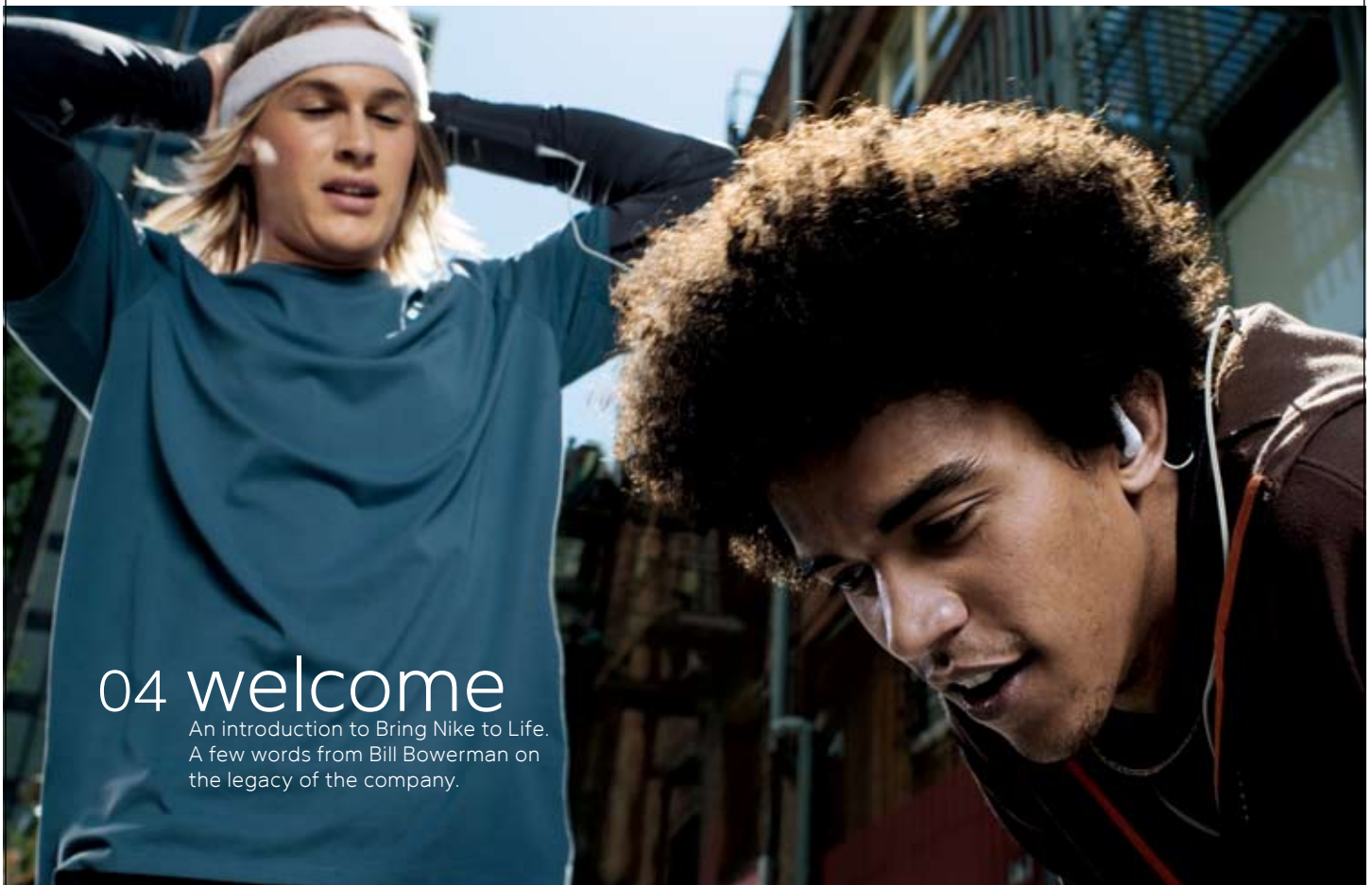
07

PRACTICE THESE CONSUMER TOUCH POINTS

Why is it important to avoid saying, "Can I help you?"

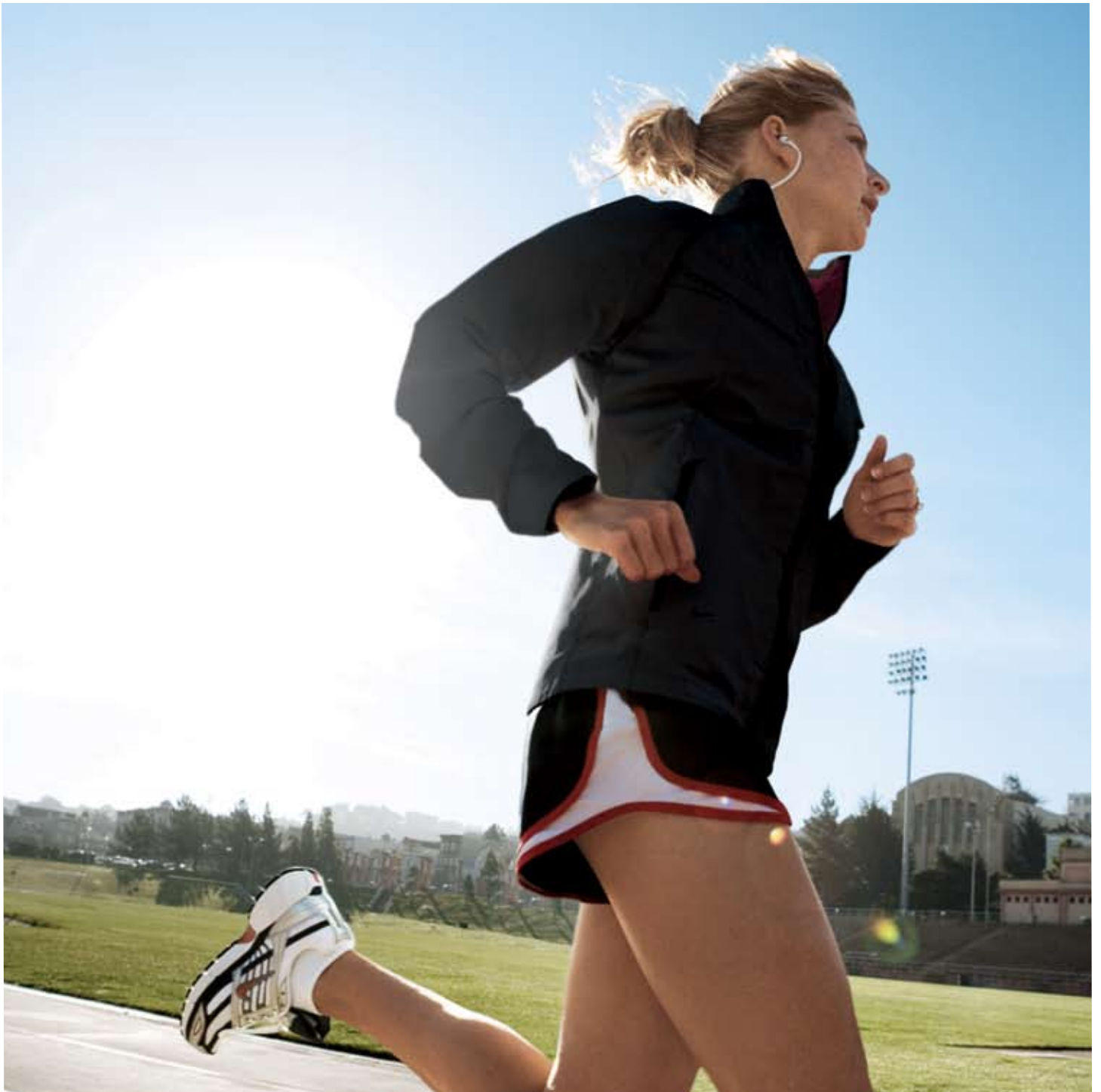
What is the impact on the consumer when you make eye contact?

Why is it important to smile when greeting a consumer?



04 welcome

An introduction to Bring Nike to Life. A few words from Bill Bowerman on the legacy of the company.



PROGRAM OVERVIEW



WELCOME

Bill Bowerman was an amazing coach who got remarkable results. He coached his athletes with technical precision and visionary inspiration. Bowerman defined clear expectations, provided in-the-moment feedback and then allowed his athletes to capitalize on their own strengths to excel. As a team and individually, his athletes succeeded on and off the track.

The **BRING NIKE TO LIFE** service program is based on these same principles.

What is it? It's simple.

To ensure successful consumer service, Nike employees must provide outstanding service to consumers at four "Service Touch Points" during an interaction. These service Touch Points are:

GREET, ENGAGE, SELL, THANK.

4

**SERVICE TOUCH POINTS:
GREET, ENGAGE, SELL
THANK**





SALES ASSOCIATE ROLES AND RESPONSIBILITIES IN BNTL

PROGRAM IMPLEMENTATION	TRACKING
<p>Reviews coaching plan with mentor/ coach throughout service levels.</p> <p>Participates in Coach’s and Associate Cards conversations and scenarios to demonstrate skills.</p> <p>Provides feedback to coach at end of shift including service performance aspects that worked well and what to do differently with the consumer.</p> <p>Provides service during each shift according to current Service Performance Level guidelines.</p>	<p>Reviews Team Tracking Sheet to ensure accuracy.</p>

Associate cards will be available in-store and your mentor coach will take you through each card to ensure that you have an understanding of each service touch point for bronze, silver and gold.

NOTES:

GREET

Keep your head up and stay alert.

Stop what you're doing – make eye contact with every customer.

Welcome consumers to the store – smile and use verbal greetings.

"Welcome to Nike how are you today?"

Avoid asking "Can I help you?" as it is closed ended.

Avoid trying to make a sale immediately.

Reflect positive body language – wear staff dress and keep arms unfolded.

Work in an area where you can see consumers entering your zone.

GROUP DISCUSSION QUESTIONS

What are your ideas for keeping alert at all times on the floor?

Why is it important to acknowledge consumers?

Why is it important that you personalize your greeting?

Why is it important to avoid saying. "Can I help you?"

Tell me several greetings that you are comfortable using with a consumer?

What is the impact on the consumer when you make eye contact?

Why is it important to smile when greeting a consumer?

COACH'S SCENARIO

A consumer enters carrying several shopping bags and is having difficulty shopping while carrying these bags. Select a partner and role play how you would assist this consumer using the Bronze Greet skills.

ENGAGE

Use opened ended questions to determine consumer needs.

("how, who, what, why, when")

"What kind of shoe are you looking for?"

"Tell me about your running routine."

"What kind of gift are you buying for your grandson?"

"What kind of training are you doing?"

Learn consumer's purpose by asking follow-up questions.

"Do you have problems with pronation?"

"What kind of weather do you have in your hometown?"

"How often will you be running on the treadmill?"

"Do you prefer a loose fit?"

Provide mesh bag if available.

Partner with a team member when you don't know the answer to a question.

This includes consumer complaints, product technology and locating product.

GROUP DISCUSSION QUESTIONS

Why is it important to use open ended questions?

Tell me two examples of open ended questions you might use on the floor.

What is the purpose of asking follow up questions?

Tell me two examples of follow up questions you might use on the floor.

What are some situations when you would get help from a team member?

Why does providing a mesh bag encourage a consumer to make a purchase?

COACH'S SCENARIO

The consumer is a runner training for a marathon in 6 months. This includes running 4 times a week for an average of 20 miles per week. They need new running shoes. Although they are open to new ideas, they usually run in Pegasus footwear. Select a partner and role play how you would assist this consumer using the Bronze Greet and Engage skills to assist them.

Be sure to use open ended and follow up questions. You may stop the role play after you have used both the Greet and Engage skills.

SELL

Present several options to the consumer that will meet their needs.

Explain features and benefits of products that meet consumer needs.

“This shoe has a mesh upper and this means it will allow your foot to breathe while you run.”

“This Dri-FIT top will wick away the moisture from your skin. This means it will pull the moisture away from your skin and keep you dry during your workout.”

Escort consumer to the fitting room.

Ensure all consumer needs have been met.

“What else can I help you find?”

Avoid asking “Did you find everything you needed?”

Close the sale.

“I see you have two pair of running shorts, the Max Motos and a Clima-FIT jacket. I can take these over to the cashwrap while you continue shopping.”

GROUP DISCUSSION QUESTIONS

What is the difference between features and benefits?

Why are benefits more helpful to the sale than features?

Tell me a feature and benefit of two items currently in the store.

How do you know how much product information to give the consumer?

Why is it important to get a consumer to the fitting room?

How will you know when all consumer needs have been met?

COACH'S SCENARIO

The consumer is planning a new workout at the gym that will include running on the treadmill, taking step aerobics and lifting weights. They need both new apparel and footwear. Select a partner and role play how you would assist this consumer using the Bronze Selling skills to assist them.

Be sure to explain both the features and benefits of the products you are providing the customer. You may stop the role play after you have used the Greet, Engage and Sell skills.

THANK

Escort consumer to cashwrap when all needs are met.

Thank all consumers, whether they make a purchase or not.

Invite the consumer to return.

GROUP DISCUSSION QUESTIONS

What is the impact on the consumer when you thank them for coming into the store?

Tell me a time when you were not thanked and how it made you feel.

Why is it important to thank consumers who don't buy?

You assisted a consumer; they selected an item and now would like to browse without assistance. How would thank this consumer?

How can you use the four service steps on the floor, in the fitting room or at the cashwrap?

Why is it important to avoid asking "Did you find everything you needed?"

COACH'S SCENARIO

You have just assisted a the consumer with selecting a pair of running shoes and are escorting them to the cash wrap. Select a partner and role play how you would assist this consumer using the Bronze Thank skills.

Be sure to personalize the interaction by using your name and or the consumers name.

FITTING ROOM STANDARDS

Observe and respond to nonverbal and verbal consumer cues.

Escort consumer to the fitting room.

Assure consumer that you will assist them while they are in the fitting room.

Remove and process unwanted items as consumer discards them.

Ensure fitting room is clean when consumer exits.

GROUP DISCUSSION QUESTIONS

Why is it important to observe and respond to nonverbal cues from a consumer?

What is the benefit of getting a consumer into the fitting room?

Tell me how you would assure a consumer that you will assist with anything they may need while they are in the fitting room?

What are the expectations in our store to get unwanted product back on the sales floor?

What message does it send to a consumer when the fitting rooms are not kept clean?

COACH'S SCENARIO

Gather three pieces of apparel from the sales floor. As the consumer, you are interested in trying on these items but are wandering around the store. While in the fitting room you will choose to purchase one item, discard another and need a larger size in yet another. Instruct the associate to read your nonverbal cues and respond according to the Bronze Fitting Room expectations. Ensure that the associate escorts you to the fitting room, removes and processes the unwanted item, and brings the additional sized item to the fitting room.

CASHIER STANDARDS

Keep your head up and stay alert.

Stop what you're doing, smile and make eye contact with every consumer.

Acknowledge consumers standing in line.
"Thank you for waiting. Someone will be with you soon."

Follow cashier script according to policy with sincerity.

Process transaction efficiently and with urgency.

Respectfully wrap or bag items.
Check for correct footwear sizes and fold apparel carefully.
Wrap items with tissue if appropriate for your store.

Thank the consumer by name and invite the consumer to return.
"Thanks Angela. Come back and see us again soon."

NOTE: Avoid arguing with consumer about prices. Get help from a manager.
"I apologize for the inconvenience but I want to ensure you get the correct price. Thank you for your patience while I get a manager to clear this up."

GROUP DISCUSSION QUESTIONS

Tell me how you will greet the consumer when they approach the cashwrap.

Tell me an example of a time when you were ignored while standing at the cashwrap. How did this make you feel?

How will you respectfully wrap or bag items?

How will you acknowledge consumers currently standing in line?

What message does it send to the consumer when you process the transaction efficiently and with urgency?

Why it is important to avoid arguing with the consumer about pricing problems?

Tell me how you plan on assisting a consumer that has a complaint.

GREET

Welcome consumers using your name.

"Welcome to Nike, my name is Tameka, what can I help you with today?"

Using social greetings when consumer enters your zone or the store.

"Good afternoon, is it still raining outside?"

"Welcome to Nike. Make sure you check out our new arrivals."

Use merchandise greetings when consumer is focused on an item.

"I see you are looking at our new Dri-Fit tops. We just got these in and they look great with our Dri-Fit pants."

Re-approach consumers after giving them time to browse the store.

Be aware of consumers within your designated area at all times.

GROUP DISCUSSION QUESTIONS

What is the impact on the consumer when you greet them using your name?

What is the difference between a social greeting and merchandise greeting?

Tell me how you will greet a consumer who is entering the store.

Tell me how you will greet a consumer who is.

COACH'S SCENARIO

A consumer enters your area and you notice they have on a pair of Nike Footwear. Select a partner and role play how you would assist this consumer using the Silver Great skills.

ENGAGE

Use consumer cues to determine if consumer wants help now, later or at all.

Observe and respond to both verbal and nonverbal cues.

Know your available stock and where it is located.

Escort consumer to other locations within the store if needed.

Hand off consumers to other zones or associates.

Introduce consumer and team member.

Paraphrase consumer needs you have already learned from team member.

Request assistance from team member.

GROUP DISCUSSION QUESTIONS

How will you determine if a consumer wants help now, wants help later or at all?

How will knowing your stock within the store help you meet consumer needs?

Tell me two things you will do to ensure you know your stock.

Why is it best to escort consumers to other locations in the store rather than just pointing them in the right direction?

Tell me what you will say when handing off a consumer to another associate.

What will you say to a consumer that a team member has handed off to you?

COACH'S SCENARIO

As the consumer, display each of the following cues and instruct the associate to show you what they would say and do in response according to the Silver Engage expectations.

Consumer says "I don't want help."

Consumer says "I'm just looking."

Consumer says "I want your best running shoes."

Consumer moves to particular item on a table.

SELL

Expand the sale by suggesting related, promotional or new items.

"Since you are in love with these shorts, how about several in different colors so you have enough to wear during the week?"

Expand the sale until all consumer needs have been met.

"So I see that you have selected a pair of Max Moto shoes, what other items can I help you find to make your run even better?"

Avoid asking "Is there anything else I can help you find?"

Demonstrate the product to the consumer in a respectful manner.

Allow the consumer to touch and feel the product.

Use testimonials when appropriate.

"I have a pair of Storm Pegasus and I love them for running on the trail."

Service multiple consumers at one time.

Make eye contact.

Acknowledge each consumer briefly.

Check back with the consumer periodically.

GROUP DISCUSSION QUESTIONS

Why is it important to avoid saying "Is there anything else I can help you find?"

What would you say to a consumer to expand the sale?

A consumer has chosen footwear. What four items will expand the sale?

If a needed item is not in stock what other resources can you use to expand the sale?

What are some ways to demonstrate the product in a respectful manner?

Tell me the steps you will take to assist multiple consumers at one time.

Tell me how you will acknowledge one consumer while assisting another.

Why is eye contact important when you are assisting multiple consumers?

Tell me examples of what you will say when checking back with a consumer.

COACH'S SCENARIO

As the consumer, the associate standing in front of you has been assisting you for the past few minutes. However, they have been told to go on their break by their supervisor. Instruct the associate to practice handing you off to a team member who is remaining on the sales floor according to the Silver Sell expectations. Ensure that they introduce the new team member, paraphrase your needs and request assistance from the new team member.

THANK

Reinforce the purchase decision.

"You're going to love running in those tomorrow."

"Your nephew will be psyched when he sees what you bought him today."

Make it personal by using your name or the consumer's name.

"Thanks for coming in, please come back and see us soon. My name is Sophia; if you need anything further feel free to ask for me by name."

Show appreciation by smiling and making eye contact.

Provide add-on items available at the cashwrap.

GROUP DISCUSSION QUESTIONS

What is the impact on the consumer when you reinforce the purchase decision?

Tell me two ways you can reinforce a consumer's purchase decision.

Tell me how you will use your name while thanking a customer.

Tell me how you would use the consumer's name while inviting them to return.

What additional items would a consumer need when they are at the cashwrap?

Why would the consumer need additional items if they standing at the cashwrap?

How can the four service steps be used on the floor, in the fitting room or at the cashwrap?

COACH'S SCENARIO

As the consumer, a sales associate has been assisting with the purchase of a new pair of running shoes. Instruct the associate to practice suggesting apparel items to go with their shoe purchase.

FITTING ROOM STANDARDS

Offer to start a fitting room when consumer is holding several items.

Personalize the fitting room experience by using your name.

"Hello, my name is Andrew, I will be assisting you today."

Assist the consumer with needed sizes, colors or fit.

Expand the sale by suggesting related, promotional or new items.

"I grabbed the top that goes with those pants so you can try it on while you're here."

Let the consumer know you are leaving and will return soon.

Return as promised.

Check back to see if further assistance is needed.

GROUP DISCUSSION QUESTIONS

When is it appropriate to start a fitting room for a consumer?

How would you begin assisting a consumer that is already in the fitting room but you were not the associate that put them there?

Why is it helpful to the consumer when you give them your name when assisting them in the fitting room?

Why is the fitting room a great place to expand the sale?

What is the impact on the consumer if you leave the fitting room area without telling them you are leaving?

What could happen if you leave the fitting room and don't return as promised?

Tell me an example of a time when you were a consumer and the person assisting you left the fitting room area and did not return. How did this make you feel?

COACH'S SCENARIO

Gather only one piece of apparel from the sales floor. As the consumer, you are interested in trying on these items but are currently looking for the fitting rooms. Instruct the associate to begin assisting you. While in the fitting room you realize that you would like to purchase several colors of the same style. Instruct the associate to assist you according to the Silver Fitting Room expectations. Ensure that the associate expands the sale, lets you know when they are leaving to retrieve the additional items and checks back upon return to the fitting room.

CASHIER STANDARDS

Reinforce purchase decision and affirm that correct choice was made.

“These are really popular!”

“You got a great deal today.”

“These are my favorite shoes to play in.
Great choice.”

Thank the consumer for giving personal information.

This includes the collection of credit, debit or zip code information.

Apologize to consumers for waiting and provide solutions immediately.

Call a back-up cashier immediately if line exceeds 3 consumers.

Call a back-up cashier immediately if working on a complex transaction.

Answer phone within three rings according to policy.

Apologize to consumer for the interruption if necessary.

GROUP DISCUSSION QUESTIONS

Why is it important to reinforce the purchase decision at the cashwrap?

What is the impact on the consumer if they are waiting at the cashwrap for a long period of time?

Tell me an example of time when you were standing in line that had more than three people ahead of you in line. How did that make you feel?

Tell me an example of a complex transaction that would require you to call a back up cashier.

Tell me how you will call another cashier when you are working on a complex transaction.

Why is it important to answer the phone within three rings?

GREET

Acknowledge repeat consumers

"Hello it is great to see you again. What can I help you find today?"

"Hello I see you're wearing the watch you bought last time. How's it working for you?"

Acknowledge clients using the client's name.

"Welcome back Mrs. Smith, it is great to see you. What items are we looking for today?"

"Welcome back Alex, it is great to see you today. I'm glad you were able to stop by on your lunch. Let me show you the new color we just got in."

GROUP DISCUSSION QUESTIONS

What is the difference between a client and a repeat consumer?

Tell me an example of how you would greet a repeat consumer.

Tell me an example of how you would greet a client.

COACH'S SCENARIO

As the consumer, you are a repeat consumer who enters the store carrying a bag and is headed toward the cash register. Instruct the associate to greet you according to the Gold Greet skills.

ENGAGE

Use your name and ask for the consumer's to start a relationship.

Acknowledge and discuss prior purchases.

"I'm glad those Shox worked out for you.

I bet everyone noticed them at the gym!"

"Those Rifts look great. Have you seen the new colors?"

Use probing closed-ended questions to identify additional needs.

"What position do you play?"

"How many miles do you run a week?"

Use high impact questions.

"What is the one feature you can't live without?"

Paraphrase consumer needs.

"It sounds like you're looking for a lightweight training shoe that will help you on the trails."

GROUP DISCUSSION QUESTIONS

Tell me an example of how you would start a relationship by using your name and asking for the consumer's.

What is the benefit of discussing previous purchases with the consumer?

How do probing closed ended questions help you identify additional consumer needs?

What is the benefit of using high impact questions?

What are 2 reasons it is important to paraphrase a consumer's needs?

COACH'S SCENARIO

As the consumer, you are a repeat consumer who is looking to buy your coworker a gift. Instruct the associate to greet and assist you according to the Gold Engage expectations. Ensure that they use probing questions, high impact questions and paraphrase your responses accurately.

SELL

Use merchandising strategies to build a wardrobe.

EX: product placement, mannequins, fixtures and table presentations.

Anticipate consumer needs with add-on items.

“Since you mentioned you usually run in the evenings, I thought you should see this new running jacket. It has reflectivity in the front and back so drivers will be able to see you no matter how dark it is.”

Create a need by suggesting items the consumer is unaware of.

“This Dri-FIT top will be a great layering piece under the jacket.”

Provide head-to-toe wardrobing solutions for the consumer.

Give solutions in footwear, bottoms, tops, undergarments, accessories.

Provide additional colors and similar styles.

Tell product stories.

“The yellow band on these shoes is inspired by Lance’s LIVESTRONG bands. Let me tell you about the Armstrong cancer foundation.”

Team sell with other team members.

GROUP DISCUSSION QUESTIONS

What are 3 merchandising strategies you can use to assist you in building a wardrobe?

Why are these strategies helpful when building a wardrobe?

How does telling a story enhance the value of the product?

Tell me a product story from an item

Tell me an example of when you would use team selling with team members.

COACH’S SCENARIO

As the consumer, you are interested in buying a complete outfit to power walk in everyday. You are primarily concerned with fashion as you will be walking at lunch during workdays. Instruct the associate to create a wardrobe from current items on the sales floor according to the Gold Sell expectations. Ensure that they provide head to toe wardrobing solutions, anticipate and create needs you were not expecting and demonstrate the product in a respectful manner.

THANK

Confirm that shopping experience met consumer's expectations.

"Did you find everything you were looking for today?"

Provide solutions if necessary.

Relate future products, events, and initiatives to the consumer.

"Next month we'll be having a special event in our store that I think you'd enjoy. Would you like me to send you an invitation?"

Create a clientele record.

"I see you shopping here often. Are you a member of our client program?"

Let me tell you about some of its benefits."

Update clientele book to reflect additional consumer needs and purchases.

"I noticed that you really like these pants and we receive new colors every season. Would you like me to call you when we some new colors in?"

Send thank you card according to store expectations.

GROUP DISCUSSION QUESTIONS

How will you confirm that a consumer's shopping experience met their expectations?

What are some solutions you could provide if the experience did not meet their expectations because:

Why would a consumer want to know about future events and initiatives?

What are the best practices for creating a client record?

How do you follow up with a consumer?

What is the follow up step that has the most positive impact on the consumer?

Who are your best clients and why?

COACH'S SCENARIO

As the consumer, you have just purchased a pair of training shoes for an upcoming marathon. Instruct the associate to demonstrate how they would Thank You using the Gold Level expectation and suggest that you return for an upcoming marathon training seminar.

FITTING ROOM STANDARDS

Carry the product to the fitting room for the consumer.

Lay out product in the fitting room. Create a visual theme.

Hang the products in the fitting room by outfit, or all tops together and all bottoms together if feasible in your store.

Use merchandising strategies to build a wardrobe.

EX: product placement, mannequins, fixtures and table presentations.

Provide head-to-toe wardrobing solutions for the consumer

Give solutions in footwear, apparel, vision, timing and equipment

Provide additional colors and similar styles of product they are already trying on.

Create a need by suggesting items the consumer is unaware of.

“This Dri-FIT top will be a great layering piece under the jacket.”

Bring a new item to the consumer every time you return to the fitting room.

GROUP DISCUSSION QUESTIONS

Why is it important to lay out the product in the fitting room and create a visual theme?

What are three merchandising strategies you can use to assist you in building a wardrobe?

Why are these strategies helpful when building a wardrobe?

What is the benefit to the consumer when you bring a new item to the fitting room each time you return?

Tell me how you would introduce footwear to an outfit currently being built in the fitting room?

Tell me examples of things you can say to a consumer of the opposite gender in the fitting room.

Tell me examples of things you can say when assisting a consumer with the fit of a product.

COACH'S SCENARIO

Gather only one piece of apparel from the sales floor. As the consumer, you are interested in trying on these items but are currently looking for the fitting rooms. Instruct the associate to begin assisting you. While in the fitting room you realize that you would like to purchase several colors of the same style. Instruct the associate to assist you according to the Silver Fitting Room expectations. Ensure that the associate expands the sale, lets you know when they are leaving to retrieve the additional items and checks back upon return to the fitting room.

CASHIER STANDARDS

Confirm that shopping experience met consumer's expectations.

"Did you find everything you were looking for today?"

Provide solutions if necessary.

Suggest additional items at cashwrap to meet consumer needs.

Relate future products, events and initiatives to the consumer.

"Make sure you stop in next week and join for Running Club."

Explain return policy or other requested information.

Provide additional information as needed.

EX: driving directions, mall locations and parking information.

GROUP DISCUSSION QUESTIONS

What are some additional items you could suggest at the cashwrap?

Why is it important that you don't provide the same additional items to every consumer that approaches the cashwrap?

In addition to the return policy, what other information could a consumer need?

How would you confirm that the consumer's shopping experience met their expectations?

What are some solutions you could provide if the experience did not meet their expectations because:



APPENDIX



SOMETIMES THERE ARE SEVERAL CONSUMERS IN NEED OF ASSISTANCE FROM YOU AT THE EXACT SAME TIME.

In this case, it is important to remember that each and every consumer deserves the highest level of consumer service. Assisting several consumers at the same time requires an understanding of wardrobing, thorough product knowledge and the ability to work in a team with your fellow associates.

There are four keys to providing personalized service to several consumers at once. They are:

- 1 Acknowledge the consumer immediately
- 2 Hand off to team members
- 3 Use break-a-ways
- 4 Always check back

1 ACKNOWLEDGE THE CONSUMER IMMEDIATELY

Exercise the same skills discussed in the wardrobing segment. The key is urgency. Even if you are currently assisting a consumer you must continue to greet those entering the store. Smile, welcome the consumer to Nike and let them know that someone will be with them shortly. Remember, the consumer should never have to ask for assistance!

2 USE BREAK-A-WAYS

Use break-a-way statements to ensure that you are able to balance several consumers simultaneously. The key is honesty, speed and sincerity. Always service each consumer to the best of your ability and do not try to accommodate more than you are able. Break-a-way statements include:

“I’ll let you have a moment to decide and I’ll be right back.”

“I’ll give you a moment to walk around in the shoe and see how it feels while I grab a shoe for this other consumer. I will be right back to see how you are doing.”

“This shirt looks great on you. I’ll give you a moment to try the rest of the outfit on and I’ll check back to see what other options we can come up with.”

3 HAND OFF TO TEAM MEMBERS

Some sales situations require that several associates work together. There are two situations when it is appropriate to hand off a consumer to a fellow associate:

When you are unable to break away from your current consumer. Immediately make eye contact and welcome them to the store. Tell the consumer that help is on the way and locate a fellow associate that may have time to assist additional consumers. Direct your team member to the unassisted consumer and return to your original consumer immediately.

When another associate may have more experience, expertise or knowledge about the customer’s needs. As you follow the steps above tell the consumer why you are locating another associate. For example, “Let’s get Susie. She is a marathon runner herself and may have more ideas.”

4 ALWAYS CHECK BACK

Every time you hand off a consumer to another associate, be sure to check back with the consumer. Realistically, your fellow associate is sure to be doing a wonderful job. Returning to the consumer and ensuring that they are finding what they need shows the consumer that you care about them and the shopping experience they are having. You should check back when:

- _ You have left a consumer in the fitting room.
- _ You have previously offered assistance and the consumer responded that would like to browse for a while.
- _ You hand off a consumer to a fellow associate.
- _ You are assisting several consumers simultaneously.

GREET SCENARIOS

- 1** ASSOCIATE: Stands at the front of the store.
CONSUMER: Enters the store wearing new Nike footwear.
SCENARIO: Demonstrate how you would greet the consumer.

- 2** ASSOCIATE: Stands at the front of the store.
CONSUMER: Enters the store with two children.
SCENARIO: Demonstrate how you would greet the consumer.

- 3** ASSOCIATE: Stands at the front of the store.
CONSUMER: Enters the store with several shopping bags.
SCENARIO: Demonstrate how you would greet the consumer.

- 4** ASSOCIATE: Stands at the front of the store.
CONSUMER: Enters the store and you recognize them as someone who comes into the store frequently.
SCENARIO: Demonstrate how you would greet the consumer.

- 5** ASSOCIATE: Approaches the consumer inside the store.
CONSUMER: Is focused on the Shox NZ display.
SCENARIO: Demonstrate how you would greet the consumer.

- 6** ASSOCIATE: Approaches the consumer inside the store.
CONSUMER: Is casually browsing and picking up items.
SCENARIO: Demonstrate how you would greet the consumer.

- 7** ASSOCIATE: Approaches the consumer inside the store.
CONSUMER: Is standing with several items in their arms.
SCENARIO: Demonstrate how you would greet the consumer.

- 8** ASSOCIATE: Approaches the consumer inside the store.
CONSUMER: Is walking directly from the front door to the cash register.
SCENARIO: Demonstrate how you would greet the consumer.

COACH'S TIP: Ensure that the Associate reads the consumer cues and tailors the greeting in response to these cues appropriately.

ENGAGE SCENARIOS

1

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is a runner training for a marathon in 6 months by running 4 times a week for an average of 20 miles per week. Runner needs new running shoes—usually runs in Pegasus footwear but is open to new ideas.

SCENARIO: Demonstrate how you would engage the consumer.

2

ASSOCIATE: Has already greeted the consumer and is ready to assist

CONSUMER: Says, "I don't want help."

SCENARIO: Demonstrate how you would handle the situation.

3

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Says, "I'm just looking."

SCENARIO: Demonstrate how you would handle the situation.

4

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Says, "I want your best running shoe."

SCENARIO: Demonstrate how you would handle the situation.

5

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is looking at a new arrival in your store.

SCENARIO: Demonstrate how you would handle the situation.

6

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Does not make eye contact when approached.

SCENARIO: Demonstrate how you would handle the situation.

7

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Does not respond to the Associate's verbal greeting.

SCENARIO: Demonstrate how you would handle the situation.

8

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is a repeat consumer who is looking to buy your coworker a gift.

SCENARIO: Demonstrate how you would handle the situation.

COACH'S TIP: Ensure that the Associate uses open-ended questions to begin each interaction.

SELL SCENARIOS

1

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is planning a new workout at the gym that will include running on the treadmill, taking step aerobics, and lifting weights and is in need of new apparel.

SCENARIO: Demonstrate how you would recommend items to the consumer and how you would explain to them why the items meet their needs.

2

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is planning a new workout at the gym that will include running on the treadmill, taking step aerobics, and lifting weights and is in need of new footwear.

SCENARIO: Demonstrate how you would recommend items to the consumer and how you would explain to them why the items meet their needs.

3

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is interested in buying a complete outfit to power walk in everyday and is primarily concerned with fashion since he/she walks at lunch during workdays.

SCENARIO: Demonstrate how you would recommend items to the consumer and how you would explain to them why the items meet their needs.

4

ASSOCIATE: Has already greeted the consumer and is ready to assist.

CONSUMER: Is interested in buying a complete outfit to wear on the weekends for comfort and fashion.

SCENARIO: Demonstrate how you would recommend items to the consumer and how you would explain to them why the items meet their needs.

COACH'S TIP: Ensure that the Associate recommends items to meet the consumer's needs and explains both the features and benefits of the recommended items.

THANK SCENARIOS

1

ASSOCIATE: Has assisted the consumer with selecting running shoes and is escorting them to the cashwrap.

CONSUMER: Is unsure of the selection but is walking to the cashwrap with the Associate.

SCENARIO: Demonstrate how you would reinforce the consumer purchase decision.

2

ASSOCIATE: Has assisted the consumer with selecting running shoes and is escorting them to the cashwrap.

CONSUMER: Is walking to the cashwrap with the Associate.

SCENARIO: Demonstrate how you would use your name while thanking the consumer.

3

ASSOCIATE: Has assisted the consumer with selecting running shoes and is escorting them to the cashwrap.

CONSUMER: Is walking to the cashwrap with the Associate.

SCENARIO: Demonstrate how you would use the consumer's name while inviting them to return to the store.

4

ASSOCIATE: Has assisted the consumer with selecting running shoes and is escorting them to the cashwrap.

CONSUMER: Is walking to the cashwrap with the Associate.

SCENARIO: Demonstrate how you would suggest add-on items at the cashwrap.

COACH'S TIP: Ensure that the Associate creates a response based on the item that the consumer has already selected.

FITTING ROOM SCENARIOS

1

ASSOCIATE: Has returned to the sales floor briefly but is currently assisting a consumer who remains in the fitting room.

CONSUMER: Is trying on running pants in the fitting room.

SCENARIO: Demonstrate what other items you would bring to the consumer while they are in the fitting room.

2

ASSOCIATE: Has returned to the sales floor briefly but is currently assisting a consumer who remains in the fitting room.

CONSUMER: Is trying on a short sleeve top in the fitting room.

SCENARIO: Demonstrate what other items you would bring to the consumer while they are in the fitting room.

3

ASSOCIATE: Has returned to the sales floor briefly but is currently assisting a consumer who remains in the fitting room.

CONSUMER: Is trying on running shorts in the fitting room but is unsure of what other colors or sizes they may need.

SCENARIO: Demonstrate what other items you would bring to the consumer while they are in the fitting room.