

Product ROPES 2020: Packs & Bags

Grom Level

For Delivery By: Guru	For Delivery To: Individual Team Members
For Delivery When: During regular shifts	Approx. Delivery Time: 20-30 minutes
Objective: Measure and Assess Team members' relatable product knowledge of packs and bags. Ensuring Team member can Identify & Present Solutions to Customers. Improve Team Product Knowledge. Improve sales of Packs, bags and related products.	

Assessment & Coaching Tips

- Look for Coaching Opportunities during assessment,
- Always relate CLIMB into conversations: how could you learn about the customer's needs? Etc.
- Share your sales floor tips.

Part 1: QUIZ
<p>What are the three key elements that differentiate packs in our range, and will help identify the correct pack for your customer? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Capacity ✓ Harness System ✓ Feature Set
<p>Split our pack range of packs into 3 activity groups based on capacity: (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ <35L = Day packs, everyday use, school, travel carry-on, etc. ✓ 35-55L = Overnight hikes, travel, etc. ✓ >55L = Multi day hikes, adventure travel, heavy loads, etc.
<p>What is the most important element/feature to consider when choosing a hiking pack and why? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Harness – for load carry comfort, which is more important than other features such as capacity or functional features.
<p>What are some key features/benefits of the harness of a hiking/alpine pack? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Adjustable ✓ Strong, sturdy structure ✓ Lightweight ✓ breathable ✓ Better support for heavier load carry ✓ Durability to last longer in extreme conditions ✓ Snow- shedding back panel ✓ Hip belt pockets to hold tools, snacks etc ✓ Capability for Hydration tubes ✓ Simple and easy to adjust
<p>What are some key features/benefits of the harness of a travel pack? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Adjustable ✓ Easy to pack away/stow the harness ✓ Covered to protect while in transit

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<ul style="list-style-type: none"> ✓ Padded belts and straps for comfort ✓ Sturdy, solid construction ✓ Comfortable but not too bulky
<p>What features could be important to a customer when choosing a commuter day pack? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Easy access ✓ Laptop sleeve ✓ Organisers ✓ Shaped to carry folders and documents ✓ Space for work/gym/school gear ✓ Weather/water resistant
<p>What is better, to lift a pack onto your back holding it by a shoulder strap or using the grab handle in the centre back, and why? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ The dedicated grab handle. A single shoulder strap is not designed to take the full load of your pack when swinging it back.
<p>Which part of the harness should carry most of the weight? (1pt)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ The hip belt
<p>Describe the function or purpose of these pack harness components: (7pts)</p> <p><i>Model answer:</i></p> <ul style="list-style-type: none"> ✓ Lumbar Pad: Sits against your lower back to provide comfort, support and weight distribution ✓ Frame Stays: Load transfer onto the hip belt ✓ Hip Belt: Most important part of the harness, carries most of the weight ✓ Shoulder Straps: Provide stability of the pack and some load carry ✓ Load Lifters: Adjustment of the shoulder straps and the pressure on the shoulders ✓ Side Stabiliser Straps: Adjust the weight and pressure on the hips ✓ Sternum Strap: Keeps shoulder straps together and prevents them sliding off the shoulders

15 points available

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A fit experienced hiker and outdoor enthusiast who is planning to take up overnight and weekend hikes from Spring to Autumn, where they will be staying in huts. They are looking for a pack that will be as light and comfortable as possible and footwear that will support their ankles on rocky hill hikes.

PRODUCTS RECOMMENDED and WHY:

- ✓ Accept any reasonable answer with a logical explanation based on the customer's needs and the features and benefits of the product

This customer is...

A young couple with one pre-teen child. They want to take up hiking as a family activity in the summer and want something each of them can carry on day hikes, and hopefully utilise in daily life as well. They'd like to know what other essentials they could need to hike safely and comfortably.

PRODUCTS RECOMMENDED and WHY:

- ✓ Accept any reasonable answer with a logical explanation based on the customer's needs and the features and benefits of the product

This customer is...

An experienced alpine hiker who is planning to travel Europe by train in the European summer and hike some of the mountains. They'll be staying in backpacker hostels and carrying their gear as they travel. They have hiking boots they received for Christmas but will need footwear for everyday use on their travels, something comfortable and light for walking and traveling.

PRODUCTS RECOMMENDED and WHY:

- ✓ Accept any reasonable answer with a logical explanation based on the customer's needs and the features and benefits of the product

Total 6 Points available:

2 points for each answer:

Key Knowledge Points

- ✓ **Clear understanding of the different pack ranges and activities**
- ✓ **Understanding of the important things to consider when choosing packs or bags**
- ✓ **Knowledge is Authentic – the team member actually understands what they are talking about**

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Part 3: PRACTICAL ASSESMENT

With your instore coach:

Essential steps: (6 pts)

- a. Add some weight to the pack
- b. Undo all the straps and buckles
- c. Start with the hip belt
- d. Hip belt positioning: 2/3 against the hip bone, 1/3 over it (Iliac Crest)
- e. Tighten hip belt
- f. Tighten shoulder straps
- g. Tighten side stabiliser straps
- h. Tighten load lifters
- i. Check curvature of the shoulder straps, fit around the shoulders
- j. Check the angle of the load lifters (roughly 30° - 45° angle)
- k. Check load lifter are connecting to the top of the shoulder
- l. Do up sternum strap if desired

Essential communications: (4 pts)

- m. Important to communicate with 'customer' throughout and explain/get feedback
- n. Check if the customer feels most of the weight on his/her hips and not on the shoulders
- o. If harness doesn't fit, adjust and start over
- p. Explain that straps always need to be undone before you put the pack on again
- q. Explain that ongoing fine tuning is possible with side stabiliser straps and load lifters

SCORE out of 10:

Point: Ensure you are confident fitting a harness and understand its components before you assess your team. Watch the video available on Kampus and practice several times if possible.

Part 4: ROLEPLAY

Who is this customer? (What can the team member SEE about them?)	A couple in their early twenties walking around the pack area. The male is wearing Salomon X Ultra boots and the female is wearing Oboz boots.
Why has the customer come into the store today? (What needs do they tell the team member straight away?)	The young couple have been day trekking for a few years and are now looking to complete the Overland track, they have come to look at new packs.
What are the customer's objectives? (What more can the team member learn about the customer by asking the right questions?)	They want a bag that will last and will suit many different terrains. They want to complete the trek in six days. They will be completing the trek winter. They need to carry all of their own gear. They will both be carrying their own packs.
What objections might this customer have?	They are worried about carrying all of their gear, not sure they will find packs big enough.

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<p>What do you expect the team member to recommend to the customer?</p>	<p>One or several options from the following:</p> <ul style="list-style-type: none"> ✓ Vardo gridtech 75lt (also available in women's) ✓ XT Insight grid tech 60lt ✓ Pack rain cover ✓ Packing cells ✓ Stuff sacks ✓ Pack liner ✓ Dry cases/dry sacs ✓ Locks ✓ Water Bladder
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10 points available:

5 Points for CLIMB steps

3 Points for recommended product

2 Points for recommending related and complimentary items

Key Knowledge Points

- ✓ **Uses CLIMB to Learn about Customers' Needs and Objectives**
- ✓ **Understanding of the basic differences in our range**
- ✓ **Can Identify and Present Solutions to a Customer**
- ✓ **Can successfully recommend related and complimentary items**

Outcome: Final SCORE out of 41

Open book answer questions with Team Member - coach through incorrect answers. Reassess when team member has developed required knowledge,

Team Members Must log in to Kampus and record their score in the Packs & Hiking Product Ropes