

# Product ROPES 2020: Packs & Bags

Grom Level

Store:

Team Member:

Date:

## Part 1: QUIZ

What are the three key elements that differentiate different packs in our range, and will help identify the right pack for your customer? (1pt)

Split our pack range into 3 activity groups based on capacity: (1pt)

What is the most important feature/element to consider when choosing a hiking pack and why? (1pt)

What are the main features and benefits of a mountaineering pack harness? (1pt)

What are the main features and benefits of a travel pack harness? (1pt)

List features that could be important to a customer when choosing a commuter day pack: (1pt)

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)

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Which part of the harness should carry most of the weight? (1pt)

Describe the function or purpose of these pack harness components (7pts)

Lumbar Pad:

Frame Stays

Hip Belt:

Shoulder Straps:

Load Lifters:

Side stabiliser Straps:

Sternum Strap:

**SCORE out of 15:**

**Assessor:**

### Part 2: IDENTIFY & PRESENT SOLUTIONS

**This customer is...**

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:

**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:

**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:

**SCORE out of 6:**

**2 marks available per question**

### Part 3: PRACTICAL ASSESSMENT

With your in-store coach, Fit a pack on one of your team mates.

*Total points available: 10*

*(6 points for following all essential steps, 4 points for communicating all important points)*

**Score out of 10:**

### Part 4: ROLEPLAY

**To be completed by coach/observer:**

How did the team member approach the customer and engage them in conversation? Did they use an open ended, non-selling question?

What questions did the team member ask to identify the customer's needs/objectives? Did they use open or closed questions?

Which products/solution did the team members recommend? Did they explain the features and benefits and were they related to the customer's needs?

Did the team members ask questions to identify complimentary or related items that could improve the customer's experience? Which products did they recommend?

Did the team member close the sale and invite the customer to return or provide feedback?

**Score out of 10:**

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Total Score out of 41:

Assessed By:

COMMENTS

**Don't forget to log in to Kampus and record your score in the Packs & Hiking Product Ropes**