

# BIKE SHOP

OUTDOOR  
SPECIALIST  
TRAINING





# CUSTOMER SERVICE STARTS WITH YOU!

Come to work Dressed to impress.

At TOYMATE all team and Managers are expected to wear the full TOYMATE uniform.

Black Polo, Black Business pants, Black Shoes, Bum bag and Toymate lanyard.

Be well groomed, Hair done, Shaved or Beard neatly groomed.

With Customers, first impressions last.



# CHECKLIST



Ensure you arrive to your shift 10 minutes before your start time.



Read any communication from Management on the store communication board.




Attend shift meeting and obtain the daily checklist.



The checklist shows each teammate the tasks that require completion daily.



Ensure each task is initialed once completed and returned to the Manager on duty 30 minutes before the end of your shift to be checked.

|   | Week Beginning: |     |     |     |     |     |     |
|---|-----------------|-----|-----|-----|-----|-----|-----|
|   | MON             | TUE | WED | THU | FRI | SAT | SUN |
| Collect a scanner and replenish your bum bag if needed                            |                 |     |     |     |     |     |     |
| Clean, tidy and ensure all displays are cable tied to the shelf, fixture or stand |                 |     |     |     |     |     |     |
| Charge 1-2 powered ride ons to have a functioning display                         |                 |     |     |     |     |     |     |
| Place all bikes that need assembly or repair in the bike builder's station        |                 |     |     |     |     |     |     |
| Inform the bike builder how many items need assembly before their arrival         |                 |     |     |     |     |     |     |
| Clear reshelf throughout the day  |                 |     |     |     |     |     |     |
| Pump up balls if required   |                 |     |     |     |     |     |     |
| Check all end bays are full   |                 |     |     |     |     |     |     |
| Spot fill to ensure every shelf is full   |                 |     |     |     |     |     |     |
| Check the ticketing while filling from the store room                             |                 |     |     |     |     |     |     |
| Size and fill the helmets   |                 |     |     |     |     |     |     |
| Check all displays have 3UP tickets   |                 |     |     |     |     |     |     |
| Check a 3UP ticket in the ticket holder has been attached to each floor display   |                 |     |     |     |     |     |     |
| Check the ticketing while completing the  |                 |     |     |     |     |     |     |

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# EQUIPMENT

Ensure at the start of each shift you have all the necessary stationary to ensure you can best Serve our Customers this include:

- Bum bag
- ScanSku
- Walkie Talkie
- Pen
- Safety knife
- Tape
- Hold Slip
- Note Pad



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# HOUSE KEEPING

At the start and end of each shift ensure the Our door section is clean, full, priced and tidy.

This includes :

- Floor Swept and mopped.
- All stock in its home location.
- All damaged packaging fixed and back on show.
- Fill any Gaps from the Storeroom.
- Check that all products are ticketed to ticketing Policy.
- Check that all displays are clean and in good working order.
- Check for any products that require a display and call bike builder for builds.
- Understand the layout of the storeroom to be aware of what is in and out of stock.



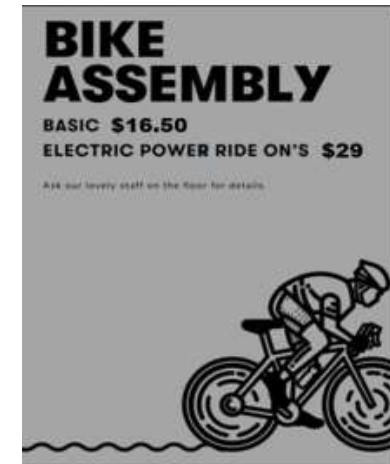
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# SERVING THE TOYMATE CUSTOMER

It is important as an outdoor specialist to understand all TOYMATE services and it is up to all teammates to understand and sell these services.

**These include:**

- Loyalty Program
- Price Match
- ZIP PAY
- 48 Hour Holds
- Bike Building
- Power ride on and trike assembly.
- Gift Cards
- [www.toymate.com.au](http://www.toymate.com.au)



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# WHAT IS INCLUDED IN THE OUTDOOR SECTION?



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Bikes

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Push Ride ons and Rockers

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Helmets and Accessories

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Scooter and Skates

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Electric Ride Ons

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Trikes

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Kites

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Water Blasters

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Playhouses and Tents

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Sports

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Nerf

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Pools, Beach and Inflatables

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Sand Pits and Play Tables

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Swings and Slides

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Play Centres

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Garden and sand

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Dart Blasters

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Trampolines

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Outdoor Furniture

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**OUR CUSTOMERS COME 1ST**

3 Meter Rule, Every Customer – Every time



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# OUR CUSTOMERS COME FIRST!

At Toymate we are here to serve our customers, this is your first priority.

- Although task is an important part of the outdoor specialist role, ensure if a customer comes into your line of sight stop what you are doing and Greet each customer.
  - If you are Helping a customer and see another requesting assistance politely let the customer know you will be with them in a moment or ask for assistance from another teammate.
  - Know what is in stock or how to find out if an item is in stock.
  - Are Shopping trolleys available to bulk items?
  - Can all stock be reached by a customer with the aid of a step or ladder?
  - Do you know what is on sales in the Outdoor section?
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# DISPLAYS

- All Bulk products should have a display available for customers to TOUCH, LOOK AND FEEL. ( This excludes Trampolines and Swing sets unless there is room to do so).
  - This helps the customer make an informed purchase as the customer can better understand the products features, benefits, Quality and safety features of each product.
  - Ensure each display is clean and fully operational.
  - Heavy displays or Expensive Displays must be either cable tied or Chained to the fixture.
  - All displays MUST have a 3UP ticket attached with a 3UP holder and small Cable tie as pictured.
  - Ensure all displays at heights are well secured, customer may try to get these items down. Please ensure you get these product down for the customer with the assistance of another teammate from height.
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# SECURING DISPLAYS FOR SAFETY AND TO SELL

## Bikes

- All Bikes are placed onto the stores Bike rack.
- Ensure the front wheel is secured into the racking with the correct size wheel Holder.
- Ensure the back support beam is the correct distance from the front wheel.
- Ensure both wheels are in the holder and bike is secure before moving on to the next.

## High Priced Scooters/ Electric Scooters.

- All High-priced display Scooters are to be secured with chain and padlock.
- Ensure displays are at a shoppable height.

## Power ride on's

- These Items are often heavy, Make sure these are at a shoppable height with stock merchandised underneath.

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# STOREROOM



As an outdoor specialist it is important for you to understand what is available to sell. Not all our products are available to sell from the sales floor and are stored in the storeroom. These products include.

- Trampolines
- Swing sets
- High priced Scooters
- Bikes

Due to this it is important for the storeroom to be organised by category with rate of sales taken into consideration. Fore example if Bikes sell well in your store it should be close to the storeroom door. The storeroom Manager ensures this is done, but all teammates including Outdoor specialist should assist with the tidiness and organisation of the storeroom.

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# MERCHANDISING OUTDOOR

## TOY SPORTS AND SEASONAL

When merchandising outdoor, sports and seasonal stock in aisles, the following guidelines apply:

- Use one brand per bay and keep similar brands next to each other in a logical order.
  - Create groups within a brand when it consists of many different products; such as balls, inflatable toys and pool toys for Wahu.
  - Place multiple facings of the same item across the shelf rather than down the shelves.
  - Merchandise stock from smallest to largest, top to bottom or left to right if it is peg stock on hooks.
  - Place the same stock on the first two shelves if the top shelf is not within the customer's reach.
  - Consider the overall colours and merchandise stock from lightest to darkest, left to right.
  - Keep the right amount of air space between shelves and peg hooks with not too much or too little space, so customers can easily access the stock.
  - Place peg stock that is stable and can sit upright on a shelf to fit more items on show.
  - Ensure the stock on the top shelf is stable to prevent any hazards.
  - Place heavy stock, such as big-ticket items, on the lowest shelves for safety.
  - Use the Promotional, Clearance or Everyday Aisle Tickets in all aisles on the data strip.
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# MERCHANDISING OUTDOOR

## BULK OUTDOOR

- Displays on top at a reachable height
- 3 ups used for displays and Bulk merchandise in outdoor.
- Boxed product merchandised directly under displays
- Bulk stacks – 1 item per stack and use A4 signage to display Price.



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# SELLING



Our products have great packaging that is designed to sell! By merchandising our stores to the Outdoor Merchandising guidelines most customers will buy product with out teammate assistance. However, some customers my require assistance to decide on what to purchase for various reasons.

**It is up to you the Outdoor specialist to find those reasons and advise the best decision for them and their child.**

**SO HOW CAN I SELL ?**

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# SELLING

Some customers who come to our store have an expectation that our teammates are experts on our products. So, it is important over time to familiarise your self with our range, what the product does, why the product is good Value for Money, is the product safe? And how to demonstrate the product if a display is available.

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# ASKING OPEN ENDED QUESTIONS

Customers who come into our stores to buy outdoor product vary, some customer have done research online and know what product they want and simply want to know if we have an item in stock. Other customers may have an Idea of what they would like to buy but need more information from our outdoor specialist.

The key for these customers is to understand what they are looking for in a product. Size, quality, safety, function and price.

Your role is to ask customers open ended questions to best understand what product will best suit their needs and expectations.

Open ended questions use the words Who, Were, Why, How and What.

Were will the trampoline located?

How many children are using the product?

How much space do you have for the Product?

**Let's now practice using open ended questions to best find what product is best suited to a customer – (Trainer to decide on product)**

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# SHOWING OUR OPTIONS

Now that we understand what product/s best suits the customer it is time to show the customer the best options that suits their needs or the needs of their child.

Show the customer the full list of options keeping in mind what the customer has told you.

Let the customer know the features of each item, a feature is what the product does or how it will be played with. For example:

- This bike has an adjustable seat.
  - Training wheels
  - Solid stainless-steel frame
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# BENEFITS

Once the customer knows all options on most occasions the customer may have already made up their mind.

Again, some customers may need to understand the benefits of each product to help finalize the sale.

Benefits are how each feature will make their child's play experience better or how the product will suit the needs of the customer. Understanding how the product will cater to the needs of the customer help sell the product.

For example.

The Quick adjustable seat means you won't need a spanner to adjust.

The product has training wheels so your child can learn how to ride with more confidence. They are easy to adjust, remove or place back on.

A strong stainless-steel frame will ensure the product last longer and helps with a smoother ride.

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# THE ADD ON

Once a customer has decided on a product this gives you an opportunity to sell additional products or services.

In the case of the Bike example there are many add on options that will enhance the product and complete the one stop shop experience. Some examples are :

- Helmets
- Horns
- Pumps
- Baskets

Can you think of any other examples ?

Now let's think of some examples for the following

- Scooters?
  - Trikes?
  - Sand and water tables?
  - trampolines?
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# ADD ONS CONTINUED

At toymate we also offer assembly on a range of our products, it is important to know when your stores bike builder will be in each week and their contact details to organise additional builds.

Our Builders can assemble the following

- Bikes
- Scooters/Electric scooters.
- Power ride ons
- Trikes

It is also important to check all displays daily to ensure all of our products have a current display for each item in stock. It is important once identified to ensure any items that require a build are pulled and placed into the Bike building area straight away. This especially important for customer builds.

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# FINISH THE SALE

Once a customer has decided on all the items they would like to purchase it's time to finalise the sale.

Ask the customer if there is anything else they need today? If the answer is no, let the customer know that you will take the item to the cash register for them. Offer assistance to the customers car if in a store that can facilitate that option. (Stand alone super store)

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# PRACTICE MAKES PERFECT

Now let's practice everything we have learnt today.

In pairs roleplay serving a customer from the moment you use the three-meter rule until you finalise the sale. Remember the following

- Three-meter rule
  - Our services
  - Open ended questions
  - Features and Benefits
  - Add on's
  - Closing the sale.
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