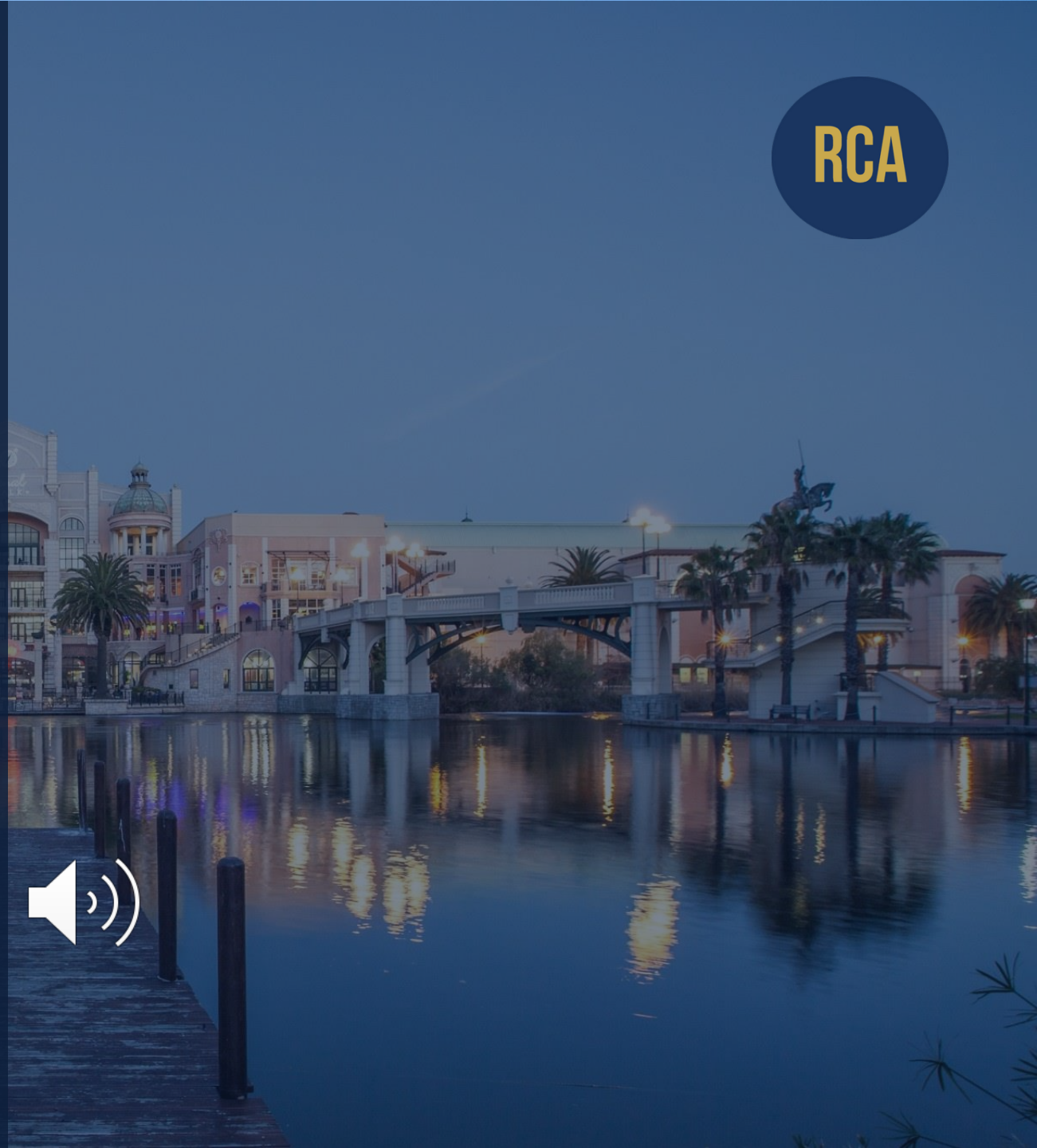
CANAL WALK TENANT KEYNOTE

RIGHT FOOT FORWARD

Priming your team for exceptional retail experiences

CANAL WALK




FREEDOM
QUEST SERVICES



YOUR TURN · LOOK CLOSELY

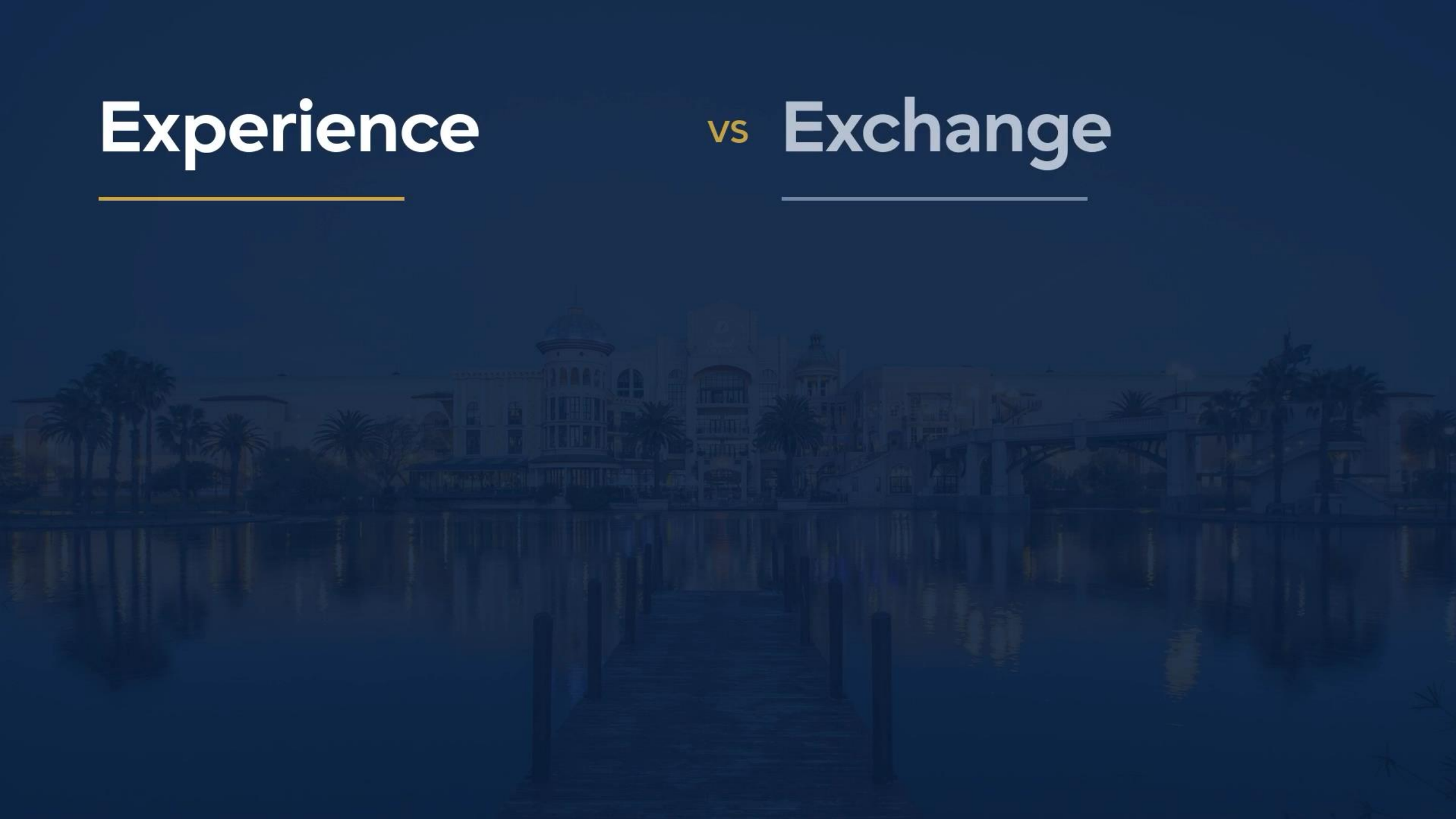
What do you notice about the humans in this image?



What is the actual role of bricks and mortar retail today? today?


Experience
vs
Exchange

Experience vs Exchange

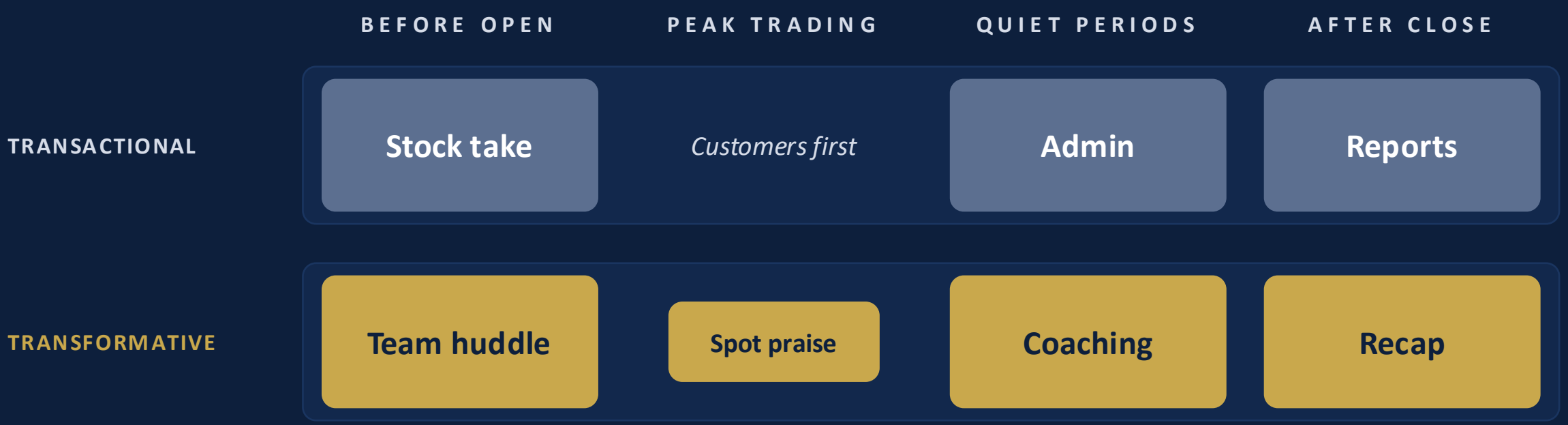


WHAT MAKES A RETAIL EXPERIENCE



TRANSACTIONAL VS TRANSFORMATIVE INPUTS

Right time. Right amount.



Get the balance wrong and service becomes inconsistent.
Get it right and it becomes excellent.

01

TOOL 1

Purpose

Why do we come to work?



FRANK THE CAB DRIVER



LISTEN FOR

Write down every word or phrase that resonates with you.

WORDS WORTH REMEMBERING

> “It's all compliments of me.
> No extra charge.”
>
> FRANK THE CAB DRIVER

> “What did that cost?
> A little bit of extra time.”
>
> SHEP HYKEN

> “Frank … not only managed the moments of truth,
> he created a few moments of magic.”
>
> SHEP HYKEN

> “Sometimes taking a tiny little bit of extra time is all it takes
> to make that customer feel they're more than just a number.”
>
> SHEP HYKEN

WHY FRANK IS REMEMBERED

Almost none of it costs money.



Spotless, cold cab



Papers & sodas waiting



2-minute detour to a fountain



Thank-you note, 4 days later



YOUR TURN · 2 MINUTES

What is your Frank?

TRANSLATING TO THE RETAIL SPACE

Before. During. After.

BEFORE

Preparing an inviting space that speaks to the 5 senses.

DURING

An in-store experience that encourages exploration.

AFTER

A select number of personal calls to those who have supported the brand.



Frank was

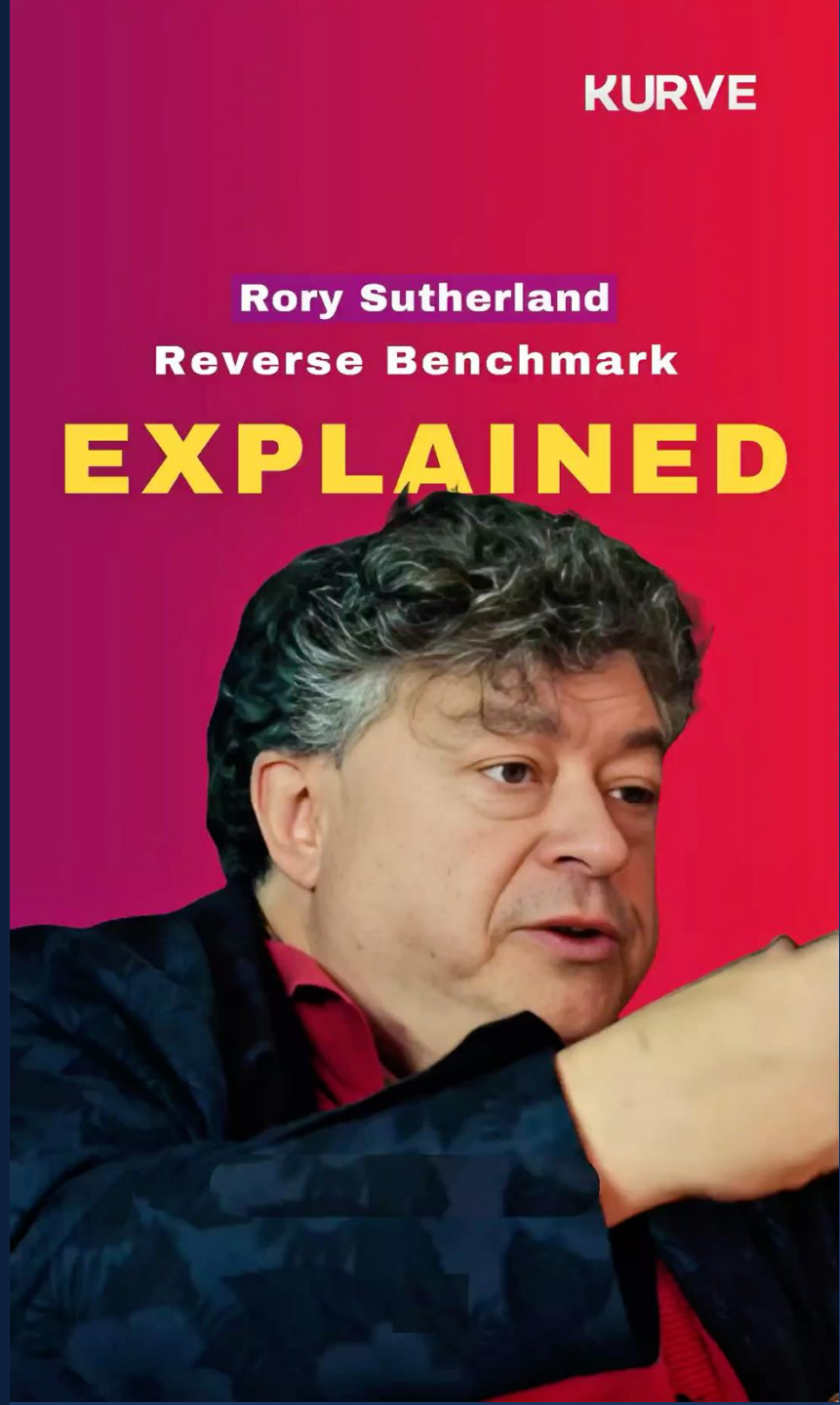
transformative.

Most of his competition is transactional.

RORY SUTHERLAND

Reverse benchmarking

Don't copy the best.
Be brilliant where they're weakest.



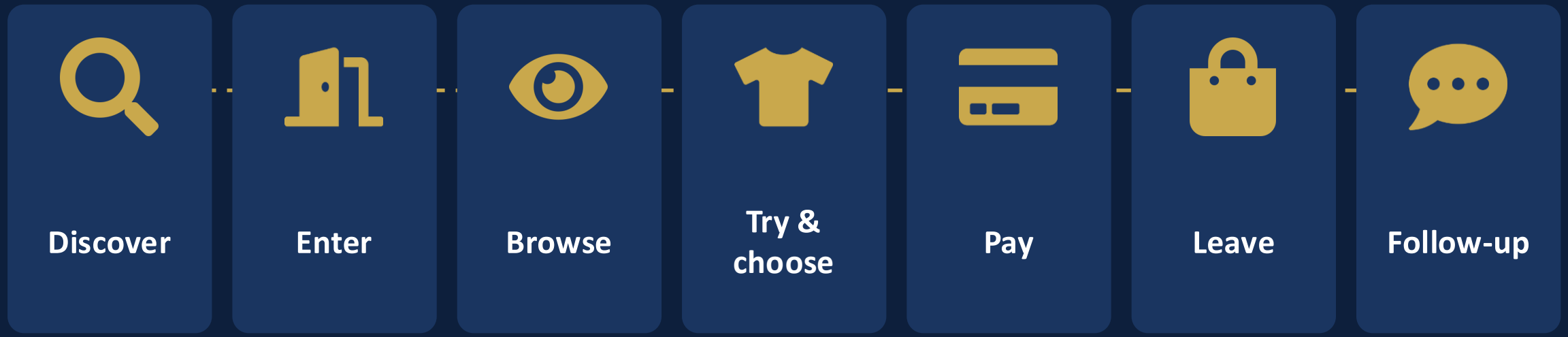
Value is not a 1 or a 0.



- Based on perception, not price
- Different for every customer
- Shaped by how they feel
- Their perception is your reality

YOUR TURN · REVERSE BENCHMARKING

Where could you reverse benchmark?



Where is everyone the same? Where does even the best let customers down a little?

MYSTERY SHOPPER DATA · 513 VISITS

Where Canal Walk can reverse benchmark

ENTER

16%

were not greeted, or had had to wait to be approached

BROWSE & CHOOSE

13%

got an answer, then the conversation stopped

LEAVE & FOLLOW-UP

1%

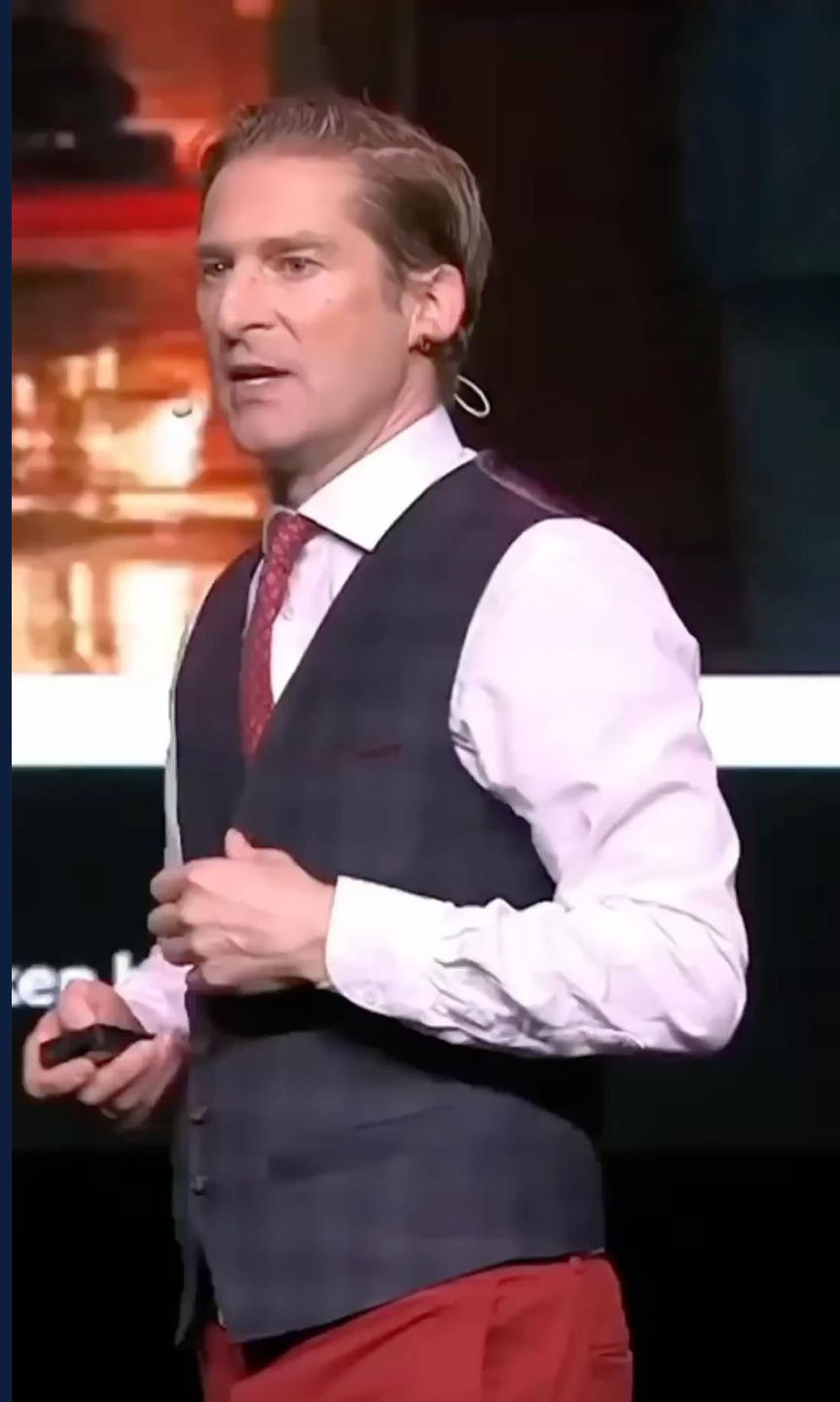
mention any farewell. Follow-up: 7%

The best stores are friendly. Be brilliant where nobody is even trying.

ANOTHER STORY · RITZ-CARLTON

Joshie the giraffe

Left behind. Found.
On “extended vacation.”



WHAT MADE IT WORK

Cost: an envelope and a few minutes.



Someone took the time



Beyond expected = surprise



A problem became a relationship

JOSHIE IN RETAIL

Your Joshie moment.

- Left something behind? Hold it.
- Send a photo update
- Handwritten note in the bag
- Find it at another store
- Remember what they told you
- One small surprise

YOUR CHALLENGE THIS WEEK

Find your Joshie.

1



Listen for the clue

2



2 minutes. Low cost.

3



Tell the team at huddle

“TO MAKE MONEY”

A cap

I earn X, so I'll work as hard as X demands.

“TO MAKE SOMEONE FEEL WANTED”

A calling

Nobody puts a ceiling on that. that.

Revisit it. Out loud. Every week.



“Why does this store matter to a shopper?”

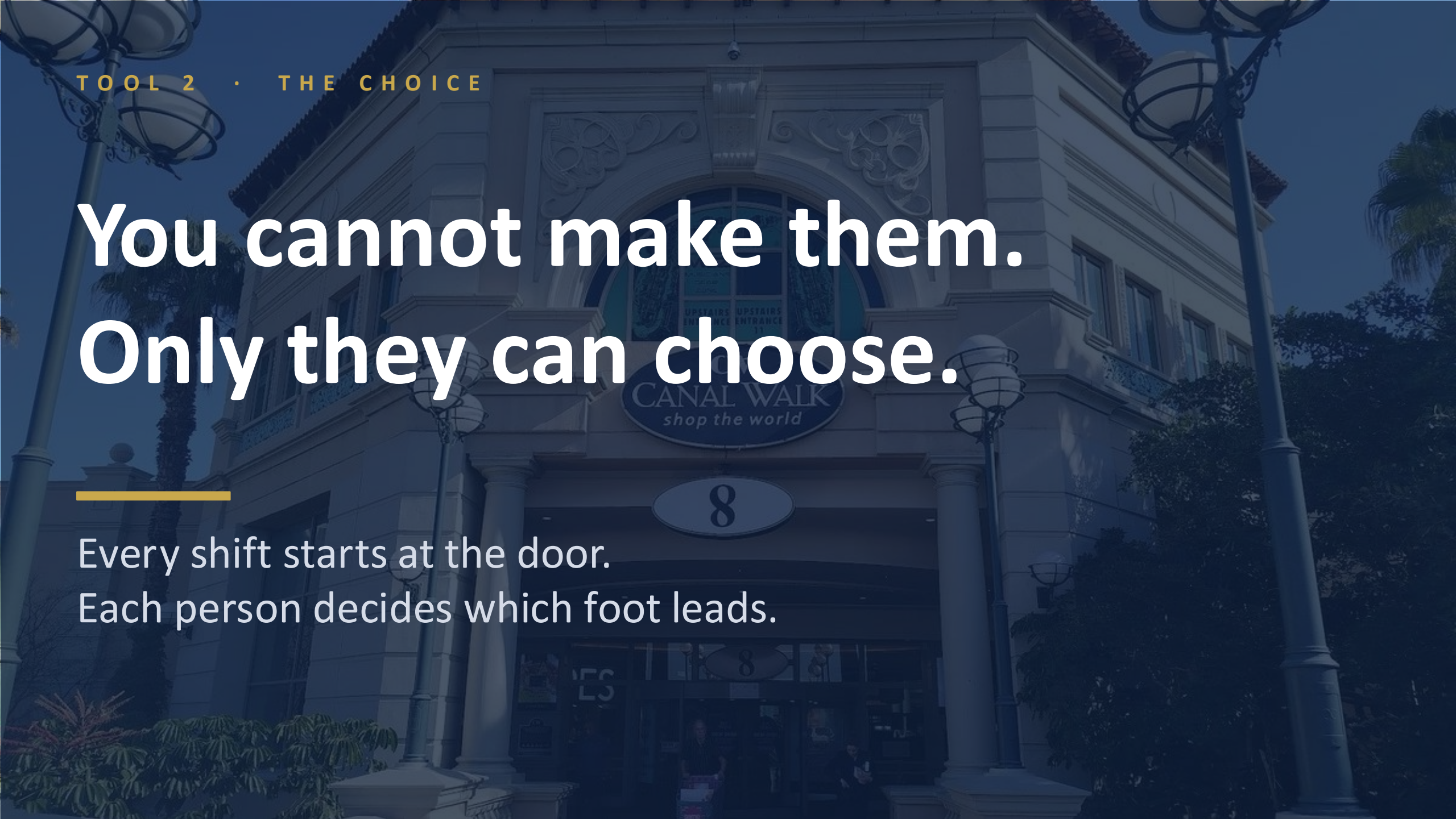
02

TOOL 2

The choice

Every shift starts at the door.





TOOL 2 · THE CHOICE

You cannot make them. Only they can choose.

Every shift starts at the door.
Each person decides which foot leads.

TOOL 2 · THREE QUESTIONS

Help each person choose.



What do you want from this season?



What do you do best when it is busy?



What will you commit to this week?



03

TOOL 3

Reframe rejection

“I'm just browsing” is a “not yet”.



TOOL 3 · REFRAME REJECTION

“I'm just browsing.”

Not a no.
A “not yet.”

Earn the second approach.

1



Greet

2



Give space

3



Notice

4



Return with value

04

TOOL 4

Repetition

Say it again. Differently. Daily.



TOOL 4 · REPETITION

Said once =

in one ear, out the other.

Say it again. Differently. Daily.

Repeat it, don't just say it.



Huddle



Board



WhatsApp



Praise



Buddy



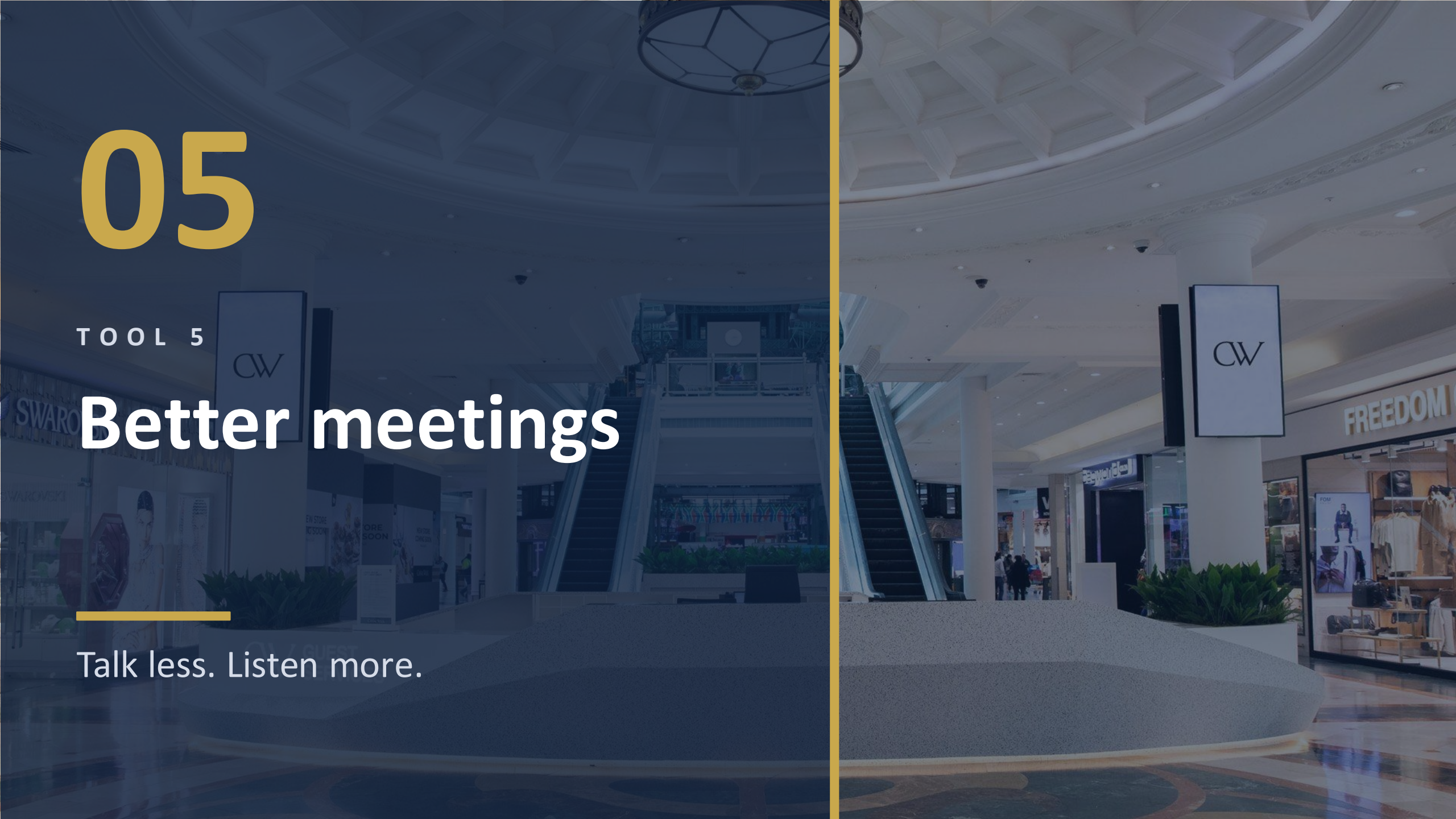
Recap

05

TOOL 5

Better meetings

Talk less. Listen more.



TOOL 5 · MEETINGS

Talk less. Listen more.

The team already knows what's what's broken. Ask them.



Ten minutes. Five beats.



06

TOOL 6

Walk & talk

Side by side beats face to face.



TOOL 6 · WALK & TALK

Side by side beats face to face.

A desk feels like a verdict.
A walk feels like a conversation.



Three steps. Ten minutes.

1



Invite

2



Ask & listen

3



Commit

TAKE IT FURTHER

Keep learning after today

Hyprop Online Retail Academy (HORA)



YOUR FREE GROWTH ENGINE

Hyprop Online Retail Academy

FREE for every Canal Walk team member.

80+ short modules · Video & interactive · Learn on any device

Four streams. Every role covered.



Retail Management



Retail Front-line



F&B Management



F&B Front-line

Match a module to the moment.



Selling skills

Browsers → buyers



Communication

Better huddles



Company culture

Purpose in action



Dealing with conflict

Calm under pressure

YOUR CALL TO ACTION

Sign your team up today.

Scan. Register your team.
Free. Takes minutes.

Hyprop Online Retail Academy

Administered by RCA Group

YOUR MONDAY MORNING

Pick one. Do it Monday.

- Purpose
- Choice
- Browsers
- Repetition
- Meetings
- Walk & talk


Right foot forward.
Have a record-breaking Black November and beyond.
RCA
DEFINE · EDUCATE · MEASURE