

# THINK HIGH-END RESTAURANT

**The new play to stay open while protecting the health of customers and retail staff.**

To protect ourselves and our customers in the CV-19 world, the experience at a Trek store that is allowed to be open has changed dramatically. We are now controlling the number of people in the store at a time and limiting where any consumer can go.

*The new experience is closer to a high-end restaurant than a typical bike shop. Think reservations, a host/hostess, and waiters/waitresses. Every movement or interaction is planned and controlled from the moment a customer approaches the front door. There's no browsing and movement is restricted, but great hospitality is still present.*

This will affect your staffing, and people will need to take on new roles. But the feedback we have been getting from employees and customers has been overwhelmingly positive.

# SELLING IN THIS NEW LANDSCAPE AND WHAT YOU NEED TO DO TO RUN THE RESTAURANT PLAY

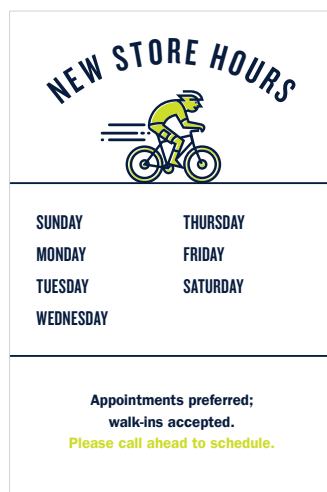
Even if you've advertised your new store hours and procedures, you may get customers who aren't aware of the precautions you're taking. For the safety of your staff and customers, it's important for the host to greet every customer at a responsible social distance.

In high-end restaurants, guests don't just walk in and sit at a table. They're greeted, the host politely controls their movement, and often collects vital information like their name and the time of their reservation.

## PREPARE YOUR STORE LAYOUT AND GRAPHICS

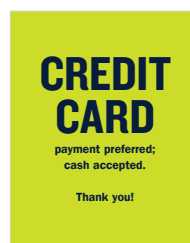
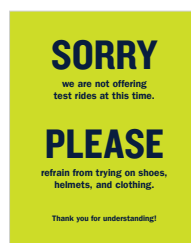
Get the POP and reset your store to support the play both inside and out. The POP is available for order NOW on cornerstone.

Sidewalk sign 24x36

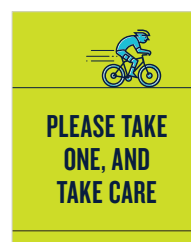


Dry erase marker included to write in your own store hours

8x10 Signage



8x10 hand sanitizer sign



Ground circle 12"



10 indoor / 4 outdoor

Stop line 36x8



Adhesive caution tape (we will send)

Noodle sticker 6"



For sidewalk sign

# BUILD YOUR STAFFING PLAN AROUND THESE ROLES:

## 1. Host/Greeter

We recommend your Store Manager or Sales Manager for this role

- This is the most important role in the new play, as they're responsible for communicating the ground rules and new style of operations to customers as well as handing off the customer to the sales staff (see "Server" below)
- They should be stationed at the front door to monitor traffic and watch the parking lot for curbside services
- This is also the runner, bringing service bikes or purchases out for curbside pickup and checking in service bikes outside

## 2. Phone DRI

We recommend your Service Advisor for this role.

- In this new environment, the Phone DRI is the first point of contact for many customers, so it's crucial they're able to set expectations and effectively communicate exactly what customers should expect when they arrive
- This person guides callers to make an appointment, coordinates drop-off and pickup times for service, and schedules deliveries
- They'll also schedule or perform phone consultations, guiding customers' online shopping or helping troubleshoot service issues remotely

## 3. Server

This is the standard sales team member, but they are more like a waiter taking orders and bringing the product to the checkout, where the customer can safely pay for it and take it home.

## 4. Bike washer

If possible, assign one technician to be your bike washer. Every bike is washed before it is handled for review and service estimate.

## Modify your store hours

All Trek stores are running shorter hours (12 – 5pm) for walk-ins.

### From 10am – 12pm and 5 – 6pm:

- We'll schedule in-store appointments for service or sales
- Staff will call/email customers to arrange appointments, curbside service, home bike deliveries, follow up on quotes and service work, etc.
- Staff will do cycle counts, complete service work, build bikes, clean the store, etc.
- Home deliveries happen during scheduled hours, respecting local curfews
- Appointments are strongly preferred. We block 30 minutes per appointment. Service drop-off/pickup goes fast, and allows us some flex time for walk-ins, etc.
  - Appointments are being taken by phone, email, online booking, or by the host with customers at the door
- Walk-ins are accepted in-between appointments as capacity allows
  - For larger stores with 4+ staff members working, we are limiting the total number of people in the store to 10
  - For other stores, we maintain a 1:1 ratio of sales staff to customers in the store (excluding the host), and additional customers must wait outside
- The appointment book is managed by the host in Microsoft Excel, Teams, Bookings, or a shared Google doc

# INSTALL YOUR POP AND ESTABLISH STORE ZONES



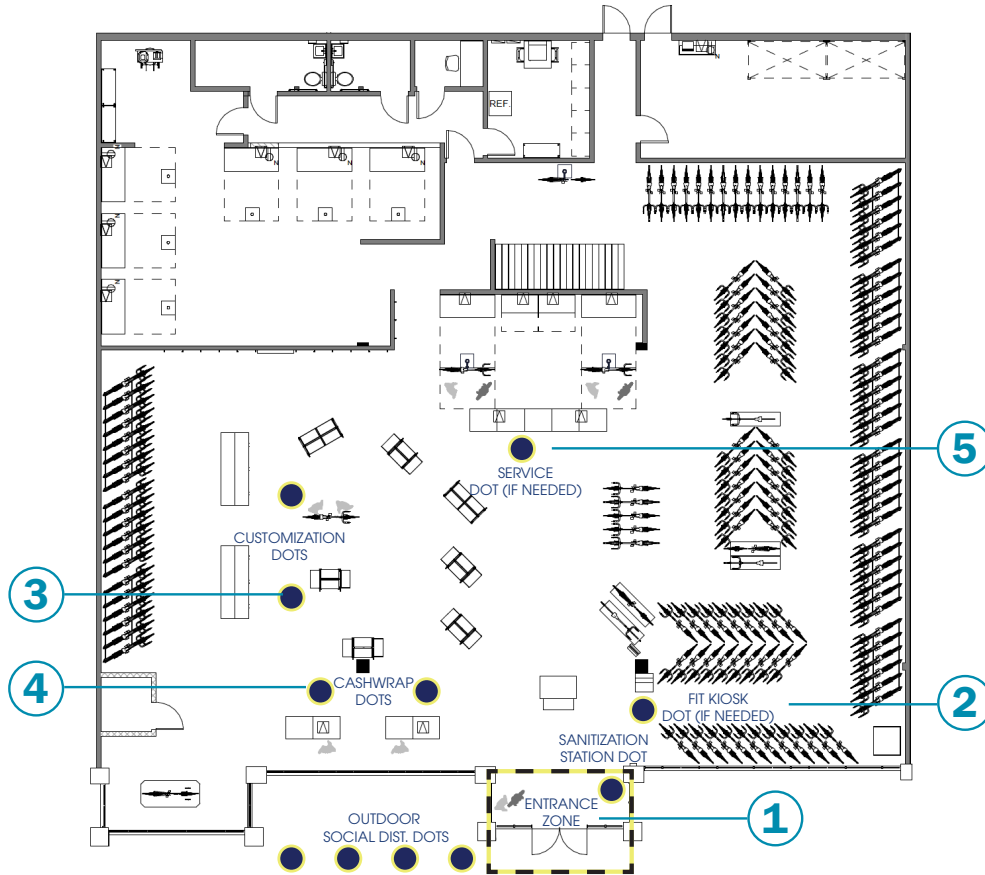
## Outside: Make your marks

- Tape a 6'x10' area on the ground outside the front door.
- Place sandwich board at the outer edge directing customers to stop at this point and wait for store employee to greet them. Think of this like the "Please wait to be seated" sign at a restaurant.
- Tape a few lines, 6' apart, down the sidewalk to mark spots in line for customers waiting outside.
- Place a bike rack adjacent to the front door for service bikes to be checked in.
- Automatic doors are turned off or locked. The host opens the door and meets customers outside.



## Inside: The stations

There are up to five stations for customers, depending on the store's size and layout. Each station is marked with a "stand here" floor dot or taped zone on the floor. Customers are directed to stand in these zones by staff. They aren't permitted to browse elsewhere in the store.



### 1. Entrance zone

- Bike rack at entrance for completed service bikes and curbside pickup products that are scheduled to be picked up soon
- Sanitization station: table with disinfecting wipes, hand sanitizer, and gloves (every customer is instructed to sanitize hands upon entrance)

### 2. Fit Kiosk

- Bike sales process starts here

### 3. Customization station (or dedicated bike shopping area)

- Needs a bike stand or rack

### 4. Cash wrap

### 5. Service counter

- Note: this zone is optional and unnecessary in most situations, as most stores are not doing service intake in-store in order to limit the number of customers inside and avoid prolonged contact, as outline in the service SOP

### 6. Store may create additional zones if needed and if staffing allows

- Additional cash-wrap zones
- Kids' bike zone
- Additional bike/accessory shopping zone



# RUNNING THE RESTAURANT PLAY

## **When a customer approaches the store...**

Designate a host to be the first point of contact for every customer. The host should greet the customer from a responsible social distance before they reach the door, and politely ask them to stay behind the taped-off area.

It's the host's responsibility to explain the new processes we've implemented for social distancing for the safety of our customers and staff and find out if the customer has an appointment. A great way to initiate the conversation is to say, "Welcome, what brings you in today?"

If it's not clear from the customer's response whether or not they have an appointment, we say we'll take care of them (or give another appropriate response based on the situation) and then confirm whether or not they made an appointment so we can get them in and out safely.

- If yes (and staff is available), the customer is welcome to proceed.
- If no (or no staff is available), the host should ask the customer to wait and offer to help them make an appointment with the first-available employee.

## **If it's a curbside pickup for an order placed online or over the phone...**

Curbside orders should be prepped and anticipated with collected customer information (make, model, and license plate of vehicle, and estimated time of arrival).

When the customer arrives, the host confirms product and payment, retrieves the order while the customer waits outside, then follows these steps:

- Places the shopping bag on the ground or bike rack and backs away (or places the product in a life gate that opens automatically)
- Lets customer collect the order with no hand-to-hand contact
- Maintains a six-foot distance
- The receipt for order and payment is emailed to the customer

## **If the curbside pickup is a bike...**

The host confirms product and payment, retrieves the bike while the customer waits outside, and follows these steps:

- Parks bike in outside rack
- Wipes grips and saddle with disinfectant
- Maintains six-foot distance while customer collects the bike

## **If the customer is "just looking"...**

It's the host's responsibility to explain casual browsing should be done on [trekbikes.com](https://trekbikes.com) to keep in-store shopping limited, but we'll gladly schedule a phone consultation to guide their online shopping experience.

### **If the customer knows what they're looking for...**

Provided a salesperson is available, the host should invite the customer inside and ask them to stand at the sanitation station (at entrance zone 1) and disinfect their hands. While maintaining a six-foot distance, the host should explain we're using extra sanitation precautions and set zones in the store for shopping.

### **If it's an accessory sale...**

The host should direct the customer to meet salesperson at the cash wrap or accessory co-shopping zone (Zone 4). Think of the salesperson as the server in a restaurant. He or she will go get what the customer would like and bring it to them.

- The salesperson stands behind the cashwrap to keep six-foot distance and does not wander throughout the store.
- All consultation happens at the cashwrap. Just like a server knows a restaurant menu well, a salesperson knows what's on the menu in the store.
- Salesperson will retrieve products and bring them to the cashwrap for the customer to consider.
- Any products not purchased must be placed on the counter and disinfected before returning them to display. Note: certain disinfecting solutions can damage painted surfaces, and bleach solutions will damage soft goods materials like helmet straps and packaging.



Zone 1



Zone 4

### **Making an accessory purchase**

- The customer makes all purchases at the cashwrap. Credit card purchases are strongly preferred. Before each transaction, the salesperson must visibly disinfect keypad before customer uses it and/or encourage customer to disinfect hands again with provided hand sanitizer.
- After the purchase, the host opens door for the customer and maintains a six-foot distance before inviting the customer to leave.
- Any items touched must be disinfected and returned to display before salesperson is available for another customer. Note: certain disinfecting solutions can damage painted surfaces, and bleach solutions will damage soft goods materials like helmet straps and packaging.

### If it's a bike sale...

The host introduces the customer to the salesperson, then directs the customer to go to Digital Fit Station (zone 2). If there's no fit station, the customer should be directed to the customization station/bike shopping area (zone 3), where they'll meet their salesperson.

- Salesperson collects dots and when available uses Digital Fit Station to determine frame size and saddle height.
- Salesperson brings bikes over to customer to discuss and uses bike stand/rack in order to maintain a six-foot distance.
- In the current climate, test rides are discouraged. Use Digital Fit Station to determine size and saddle height.
- We're stressing the 30-day guarantee on purchases, so they can go ride on their own to ensure the right purchase, and we'll take care of them.
- If a test ride is absolutely necessary, disinfect bike, helmet. Place bike in outside rack for customer, and maintain six-foot distance.
- Once bike is determined, run the customization station play. Place accessories by the bike. Set aside any items not purchased for disinfecting. Note: certain disinfecting solutions can damage painted surfaces, and bleach solutions will damage soft goods materials like helmet straps and packaging.



Zone 3

### Making a bike purchase

The customer makes all purchases at the cashwrap. Credit card purchases are strongly preferred. Before each transaction, the salesperson must visibly disinfect keypad before customer uses it and/or encourage customer to disinfect hands again with provided hand sanitizer.

- If accessories need to be installed on the bike, schedule a pickup or delivery time.
- If the customer is leaving with the bike, the host should open the door and invite customer to leave with products at a safe distance.
- Note: the salesperson may take bike out to customer's car rack and load, provided they maintain a six-foot distance and disinfect any touched surfaces.
- Salesperson must disinfect any touched products and return them to display before helping the next customer. Note: certain disinfecting solutions can damage painted surfaces, and bleach solutions will damage soft goods materials like helmet straps and packaging.

### If it's a service drop-off...

Please consult the separate service procedure SOP



# RIDE BIKES. HAVE FUN. FEEL GOOD.