



STRIDE & CO.

FOOTWEAR · EST. 2014

 **ON-FLOOR PLAYBOOK**

Retail Training Manual

Welcome to the floor. This is your friendly, everything-you-need guide to looking after every guest who walks through our doors — the STRIDE way. Read it, keep it close, and let's make people feel good on their feet.

New-Associate Onboarding

Edition 04 · Autumn Season

YOUR ROADMAP

What's inside

Seven quick modules take you from our story to a confident, warm sale — plus a tear-out cheat-sheet for your first shifts. Work through them in order; each ends with a two-minute knowledge check.

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01 Brand Story

STRIDE & CO. began in a tiny workshop with one belief: **a good day starts with good footing**. A decade on, we still design shoes for real movement — the school run, the double shift, the long walk home — and we sell them the same way we make them: with care and a smile.

You are the last, most important step of that promise. When someone leaves lighter on their feet, **that's you**.

Our three promises

- ◆ **Comfort first** — every fit checked, never rushed.
- ◆ **Honest advice** — the right shoe, not the priciest.
- ◆ **Warm welcome** — everyone leaves feeling seen.

02 Product Knowledge

Three core ranges cover almost every guest. Learn the one-line pitch for each — customers trust an associate who knows the shoe.



The Glide Runner

€129

CloudStep™ foam · everyday cushioning. *"Feels like walking on a rest day."*

Sample product render · not a real SKU



The Everyday Court

€99

Clean leather-look upper · wipe-clean. *"Goes with everything, all week."*

Sample product render · not a real SKU

✓ Do / Say

- "This one uses our CloudStep™ foam — want to feel the difference?"
- Match the shoe to their **day**, not the price tag.

✗ Don't

- Guess a spec. "I'm not sure — let me check" beats bluffing.
- Lead with the most expensive pair by default.

? Knowledge Check

1. Name the three core ranges and one guest each is perfect for.
2. What is CloudStep™, in one friendly sentence?
3. A guest asks "which is your best shoe?" — how do you answer honestly?



Team tip

Try each core range on your own feet this week — you'll pitch what you've actually felt, and guests trust that instantly.

The Service Ritual

Every guest, every time — six warm steps. It's not a script, it's a rhythm. Learn it until it feels like second nature.

1 Greet

Within 10 seconds, warm eye contact + a real hello.

"Hi! Welcome in — take your time."

2 Discover

Ask about their day & feet. Listen more than you talk.

"What will you mostly be doing in them?"

3 Fit

Measure both feet. Bring two sizes so they can feel it.

"Let's check both — feet are rarely twins!"

4 Add-On

Offer the care they'll thank you for — socks, spray, insoles.

"Want the protector? It keeps them fresh."

5 Close

Confirm the choice, make paying quick and easy.

"Great pick — shall I ring these up?"

6 Farewell

Thank them by name, invite them back. End on warmth.

"Enjoy them, Sam — see you again soon!"

✓ Do / Say

- Kneel to help with the fit — it shows you care.
- Follow all six steps, even when it's busy.

✗ Don't

- Skip **Discover** and jump straight to a shoe.
- Hover or rush a guest who wants to browse.

? Knowledge Check

1. List the six steps of the ritual in order.
2. Which step is most often skipped — and why does it matter?
3. Give one thing you personally say at "Farewell".



Team tip

The ritual is a rhythm, not a rota — the steps stay the same, but the words are yours. Make each one sound like *you*.

04 Clienteling

A great sale ends; a great relationship keeps walking back in. Small, genuine follow-through turns a first-timer into a regular who asks for you by name.



Remember

Note their name, sport and last pair in the client book.



Reach out

A short "your size is back in stock" beats any blast email.



Reward

Invite loyal guests to preview nights & fit clinics.



Do / Say

- "May I add you to the book so I can let you know?"
- Follow up only when you have something useful.



Don't

- Pressure anyone to sign up — always their choice.
- Over-message. One thoughtful note, not five.

05 Handling Objections

An objection is a question in disguise. Stay warm, agree first, then help. Here are the four you'll hear most.

THEY SAY...	YOU MIGHT SAY...
"It's a bit pricey."	"Totally fair. These last a good while — shall I show what makes them worth it, and a lighter option too?"
"I'll think about it."	"Of course! Want me to jot down the size so it's easy if you come back?"
"Not sure on the colour."	"Let's see it on — sometimes it's a different shoe once it's on your foot."
"Do you have it cheaper online?"	"Same price — plus here you get the fit check and easy returns in person."



Knowledge Check

1. What are the three moves for any objection? (*Agree → ...?*)
2. A guest says "I'll think about it." Give a warm reply that keeps the door open.
3. Name one thing the store offers that online can't.



Team tip

Behind every objection is a hope — that they'll love the shoe. Answer the hope, not just the words, and you'll keep the warmth all the way to "yes".

06 Operations Checklist

A calm floor is a happy floor. These are the rhythms that keep the store humming — tick them off and you're set for a smooth shift.

🔦 Open

- ☐ Lights, music & tills on
- ☐ Sizes tidied, wall faced-up
- ☐ Fitting stools & mirrors clean
- ☐ Team huddle: today's goal
- ☐ Doormat & entrance welcoming

🏃 Run

- ☐ Re-size shelves each hour
- ☐ Boxes back to stock promptly
- ☐ Spills & tissue paper cleared
- ☐ Greet every guest within 10s
- ☐ Log low sizes for reorder

🌙 Close

- ☐ Full re-size & re-stock
- ☐ Cash counted & sealed
- ☐ Floor swept, mirrors wiped
- ☐ Tomorrow's deliveries noted
- ☐ Alarm set, doors secured

The weekly beats

MON

Delivery in — book stock, fill the gaps.

WED

Refresh the window & feature tables.

FRI

Weekend-ready: full size run, deep tidy.

SUN

Deep clean, count stock, reset for Monday.

✅ Do / Say

- Reset your section between guests — little and often.
- Flag a safety trip-hazard the moment you see it.

❌ Don't

- Leave empty boxes or paper on the floor.
- Wait for close to tidy a section that's slipping.

? Knowledge Check

1. Name two tasks from each of Open, Run and Close.
2. How often should shelves be re-sized during a shift?
3. You spot a spill mid-rush — what's your first move?



Team tip

Tidy as you go and closing takes minutes, not hours — a five-second reset every time you pass a shelf keeps the whole floor guest-ready.

07 Visual Standards

The way the store looks is the first thing a guest feels. Bright, tidy and on-brand — here's what "good" looks like on the STRIDE floor.

The wall

- ◆ Right shoe out, laced, facing the aisle.
- ◆ Sizes run small→large, top→bottom.
- ◆ Price tags straight & visible.
- ◆ No gaps — pull stock or condense.

The table & window

- ◆ Hero product front & centre.
- ◆ Odd numbers & tiered heights.
- ◆ One clear story per table.
- ◆ Signage current — no old promos.

Our colours



Navy #152A52



Ochre #E0A83C



Cream #F7F2E7

Keep signage & displays to these three — warmth comes from consistency.

The two-minute floor walk

👁️ Look up

Lights on, signage straight, window fresh.

📏 Line up

Shoes faced out, tags visible, sizes in order.

🧹 Tidy up

No gaps, no boxes, mirrors & stools clean.

✨ Finish

Hero table styled, floor bright & welcoming.

✅ Do / Say

- Face up your section every time you pass it.
- Keep the window shoes dusted and laced.

❌ Don't

- Leave a size gap on the wall "for later".
- Mix old promo signage with the new season.

? Knowledge Check

1. Which way do sizes run on the wall — and which shoe faces out?
2. Name our three brand colours.
3. Give one rule for building a table display.



Team tip

Do the two-minute floor walk at the top of every hour — a guest decides how they feel about us in the first few seconds, before anyone says a word.



TEAR-OUT CARD

STRIDE & CO.

ED. 04 · AUTUMN

Quick Reference

KEEP ME IN YOUR APRON

THE SERVICE RITUAL

1

Greet

2

Discover

3

Fit

4

Add-On

5

Close

6

Farewell

Key phrases

- "Welcome in — take your time."
- "What will you mostly do in them?"
- "Let's check both feet."
- "Shall I add the protector spray?"
- "Enjoy them — see you again soon!"

Sizing quick-facts

- Measure **both** feet, fit the larger.
- Leave a thumb's width at the toe.
- Fit with the sock they'll wear.
- Runners: size up a half if between.
- Feet swell — best fit is later in day.

IF...

THEN...

Size out of stock

Offer to order in / check nearby store, take their details.

Guest just browsing

Warm hello, give them space, stay visible.

Return with no receipt

Stay kind, look up the loyalty profile, call a lead.

Unsure of an answer

"Let me check for you" — never guess.

Add-on cues

- Runners → moisture-wick socks.
- Leather-look → protector spray.
- All-day wear → support insoles.
- Kids → measure + a spare pair.

Sizes at a glance

UK	EU	US
5	38	6
7	41	8
9	43	10
11	46	12

LOOK AFTER PEOPLE · THEY'LL LOOK AFTER US · WELCOME TO STRIDE