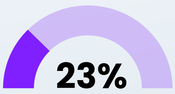
What the Store Floor Is Saying About Brand Support: A Store Floor Report

Sales associates are the ones who most often influence customers leave the store with — but what actually helps them feel confident recommending a brand? To find out, we went straight to the source: leveraging the ENDVR Frontline Insights Product we surveyed 540+ retail staff working in the stores where your products are sold. In this report, they reveal what real support looks like, how they prefer to learn, and what drives them to champion one product over another at the moment it matters most.

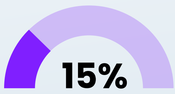
What Support Really Means to the Store Floor

When we asked associates what makes them feel truly supported by a brand, the top answers were about connection, clarity, and confidence. Here are the 3 most meaningful ways associates say brands are showing up for them:



23%

Providing product education that helps explain value



15%

Visiting the store and checking in with staff



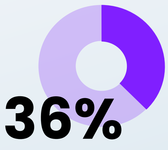
10%

Running sales incentives that keep their brand top of mind

At the heart of it, what associates want is to feel like partners, not afterthoughts. Support isn't just about giving them something extra—it's about giving them what they need to deliver for your brand in the moments that count.

The Education Gap:

Sales associates don't just want to know what a product does—they want to know how to talk about it.



36%

Said that "sharing tools that help tell the product story" makes it easier to recommend a product in-store—making it the most selected brand behavior overall.

When brands provide tools that do more than just inform, they turn product knowledge into product advocacy.

What Brand Support Helps Closes the Sale

Shoppers might enter the store curious — but it's the associate who they come to. When that moment happens, what help from the brands to seal the deal?

- Brand content that they can share or reference — **27%**
- Real stories or reviews from customers — **20%**
- Quick-hit product education I can access on the floor — **19%**

Authenticity, storytelling, and on-the-floor access matter more than ever. Brands that deliver those tools aren't just helping associates sell—they're helping them connect.

What Shoppers Currently See as Worth the Spend

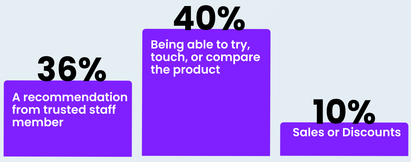
Shoppers are willing to spend more on specific product categories - some products stand out as long-term investments, making them easier for associates to position at a higher price point.

Eyewear	23%
Outerwear (jackets, shells, insulated layers)	23%
Footwear	17%
High Tech Gear (GPS, devices)	13%
Winter Sports Gear	8%
Backpacks & Accessories	3%
Everyday Apparel (tees, base layers)	2%
Summer Sports Gear	2%

Make sure your frontline teams are equipped with the language of long-term value. Whether it's materials, warranties, or performance features—help associates connect the dots so shoppers feel confident investing in your product.

The Moment That Matters Most:

When a customer is standing in the aisle - considering, hesitating, deciding. These are the top 3 interactions that help influence shoppers and tip the sales scale.



Brands that want to win in-store need to focus on two things: making their product accessible and making sure the associate feels confident recommending it. That's what shapes the moment of truth.

What Makes Premium Feel Worth It

Shoppers don't mind spending more—when they believe they're getting something that lasts, performs, and delivers peace of mind.

According to store staff, the most effective way to ease price hesitation is to:

- **40%** Long-lasting durability
- **36%** Technical features that outperform others
- **10%** Service perks (e.g. warranties, fit guarantees)

The more brands equip associates to explain these three things—durability, performance, and protection —the easier it becomes to turn premium price points into no-brainers.

Power your brand with real-time retail insights

Associates are the experts on the floor, influencing purchase decisions daily. With ENDVR, brands connect directly with them to gather insights, deliver training, and incentivize sell-through.

From surveys to modules to rewards, ENDVR gives brands the tools to engage and activate their frontline where it matters most.

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