



FITLOSOPHY™

GETTING FIT FOR SHOES AT FLEET FEET SPORTS

We have always paid special attention to each customer's needs to fit the right shoe - it's what we do best! The Personal F.I.T. (Fit Intensive Training) Process helps us do just that.

Using our innovative **Personal F.I.T. Process** Fleet Feet team members guide runners and walkers through an extensive fitting process that ensures a proper fit. Below is a summary of the process each team member uses to make sure you are fit into the best shoe for you. No appointment is necessary, but please allow extra time when you come in to get fit.

THE PERSONAL F.I.T. PROCESS

Step One: Welcome and Explanation of the Personal F.I.T. Process

Every process has a beginning point, fitting our customers begins with "hello" and an explanation of the Personal F.I.T. Process.

Step Two: Getting to Know You

We take time to ask questions about your current activity, such as how often you run walk, how far and if you have a goal in mind. We also discuss any existing or past injuries and talk about the footwear you currently use.

Step Three: Measurement

Several measurements of each foot help us determine proper sizing. We measure your feet both unweighted (seated) and weighted (standing) measurements as well as different point-to-point measurements for your personalized F.I.T. process.

We aren't doctors and don't pretend to be, but we will take a look at your feet for signs that will help us fit you properly and determine any special needs that you might have.

Step Four: Gait Analysis

We'll bring out a neutral "test" shoe and observe as you run or walk a short distance either on the tread mill or outside – whichever works best for you. This helps us understand how you move and the biomechanics of your gait.

Step Five: Fitting and Recommendations

Based on our findings, we will bring out the shoes that may work best for you. We'll carefully inspect the fit and watch as you run or walk in each shoe. We'll discuss the options, provide you with our recommendations and answer any questions.

Step Six: The Decision

This one is all you since you are the only person who knows how the shoes actually feel.

Step Seven: Ready to Go

Now that you've made a decision, we'll talk about how to properly break in your new shoes, help with any other product needs you may have and make sure you're ready to get the best results!

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