

Mystery Shop Exercise



Used Cars Mystery Shop Exercise

Dealership Visited:			
Dealership Location:			
Person Seen:		Position:	
Date of Visit:		Time of Visit:	
Nature of Enquiry:		Model:	
Visitor			

Please attach any business cards you were given

Objectives of the Exercise:

- » To assess the levels of knowledge, skill and proficiency of franchise Used Sales Specialists.
- » To establish the overall standards of presentation of the dealerships.
- » To establish the size and scope of the used cars activities and the standards of preparation and presentation employed.

Method: Personal visit

Areas to be assessed during the visit:

- » First impressions of Dealership
- » The Meet and Greet
- » Identification of Customer needs
- » The use of specific Manufacturer Used Cars point of sale material
- » Product Presentation and Demonstration
- » Trade-in Appraisal
- » The integration of Franchise Finance packages
- » Negotiation
- » Close
- » Follow-up
- » Overall standards of presentation of Showroom and any external used cars display
- » Number and type of used cars on display and standards of preparation and presentation

Notes for Guidance:

Please fill in the boxes with these scores:

- 0 = No Standard in place, or Customer Prompted
- 1 = Poor
- 2 = Average
- 3 = Good

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AUTOMOTIVE

Sub-Total

Possible Score =

