

Creative Sales Solutions Mystery Shopping Evaluation
Aftermarket Sales
Industry Average vs. Creative Sales Trained Reps

| Aftermarket Sales Presentation Evaluation | Industry Average | Trained Reps | % Improved |
|--|------------------|--------------|--------------|
| I. Establishing Relationships. Did the sales person: | % Yes | % Yes | +/- |
| Clearly state their name and department? | 22.0% | 72.0% | 50.0% |
| Sound professional on the telephone? | 88.0% | 91.0% | 3.0% |
| Listen carefully? | 76.0% | 94.0% | 18.0% |
| Exhibit courtesy and patience with any customer questions? | 94.0% | 97.0% | 3.0% |
| Communicate clearly? | 81.0% | 99.0% | 18.0% |
| Total for category | 72.2% | 90.6% | 18.4% |
| | | | |
| II. Investigation. Did the sales person: | % Yes | % Yes | +/- |
| Ask good diagnostic questions regarding the customer's operation? | 16.0% | 84.0% | 68.0% |
| Ask to visit the customer's location? | 31.0% | 92.0% | 61.0% |
| Ask what type of equipment the customer currently owned? | 44.0% | 91.0% | 47.0% |
| Total for category | 30.3% | 89.0% | 58.7% |
| | | | |
| III. Presentation. Did the sales person: | % Yes | % Yes | +/- |
| Have a well prepared sales presentation? | 36.0% | 87.0% | 51.0% |
| Provide just enough information to get the customer curious about the product? | 16.0% | 81.0% | 65.0% |
| Resist answering questions in detail and try and get an appointment.? | 12.0% | 84.0% | 72.0% |
| Give the customer accurate information on questions asked? | 87.0% | 91.0% | 4.0% |
| Offer complementary references? | 9.0% | 71.0% | 62.0% |
| Resist spewing features and benefits? | 14.0% | 84.0% | 70.0% |
| Avoid the use of industry jargon and over use the word "truck"? | 57.0% | 92.0% | 35.0% |
| Convince the customer that they had good product knowledge? | 79.0% | 94.0% | 15.0% |
| Total for category | 38.8% | 85.5% | 46.8% |
| | | | |
| IV. Closing. Did the sales person: | % Yes | % Yes | +/- |
| Make a concerted effort to get an appointment to visit the customer? | 19.0% | 91.0% | 72.0% |
| Find out if the customer was the decision maker? | 6.0% | 81.0% | 75.0% |
| Total for category | 12.5% | 86.0% | 73.5% |
| | | | |
| AVERAGE PERCENTAGE GRADE | 43.7% | 87.6% | 43.8% |

Source: Industry Average - 500 sales reps mystery shopped from every major manufacturer by Creative Sales Solutions

Trained Reps - 250 sales Reps trained by Creative Sales Solutions

Aftermarket Sales Reps Key Factors Comparison Industry Average vs. Creative Sales Trained Reps

