

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

	Industry Average	Trained Reps	% Improved
Receptionist Evaluation	% Yes	% Yes	+/-
Was the call answered in 4 rings or less?	88.4%	96.5%	8.1%
Did the recept. answer the telephone and clearly state the name of the dealership?	74.4%	98.4%	24.0%
Did the receptionist communicate clearly with a pleasant sounding voice?	79.9%	100.0%	20.1%
Did the receptionist sound patient and helpful?	81.4%	89.4%	8.0%
Was the customer told that they would be placed on hold or transferred?	21.5%	71.4%	49.9%
Was the customer on hold for less than 20 seconds?	64.0%	71.4%	7.4%
Was the person the call was transferred to the correct person to help the customer?	58.0%	87.8%	29.8%
Total for category	66.8%	87.8%	21.0%
Parts Evaluation			
Did the Counter Person:			
Clearly state their name and department	14.0%	81.7%	67.7%
Sound professional on the telephone?	38.6%	97.4%	58.8%
Listen carefully?	78.4%	99.2%	20.8%
Exhibit courtesy and patience with any customer questions?	89.0%	98.7%	9.7%
Offer to have an account set up for the customer	12.8%	91.4%	78.6%
Ask permission to place customer on hold and actually place call on hold	11.0%	87.4%	76.4%
Ask good diagnostic questions regarding the parts needed?	28.0%	83.5%	55.5%
Offer correct information regarding the part needed?	87.0%	91.2%	4.2%
Offer additional parts that my be need for the job?	22.1%	87.7%	65.6%
Convince the customer that they had good product knowledge?	83.3%	89.7%	6.4%
Offer related items	8.7%	81.2%	72.5%
Offer to have the service department performe repair	28.4%	82.8%	54.4%
Ask for the order?	16.2%	85.4%	69.2%
SCORE	39.8%	89.0%	49.2%

Source: Industry Average - 150 parts reps mystery shopped from every major manufacturer by Creative Sales Solutions

Trained Reps - 100 parts Reps trained by Creative Sales Solutions

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

