

## Creative Sales Solutions Mystery Shopping Evaluation

### Rental Department

#### Industry Average vs. Creative Sales Trained Reps

	Industry Average	Trained Reps	% Improved
<b>Receptionist Evaluation</b>			
	<b>% Yes</b>	<b>% Yes</b>	<b>+/-</b>
Was the call answered in 4 rings or less?	88.1%	91.7%	3.6%
Did the receipt. answer the telephone and clearly state the name of the dealership?	79.9%	93.4%	13.5%
Did the receptionist communicate clearly with a pleasant sounding voice?	72.4%	96.8%	24.4%
Did the receptionist sound patient and helpful?	87.9%	91.4%	3.5%
Was the customer told that they would be placed on hold or transferred?	19.1%	87.9%	68.8%
Was the customer on hold for less than 20 seconds?	77.9%	84.8%	6.9%
Was the person the call was transferred to the correct person to help the customer?	67.4%	91.4%	24.0%
Total for category	70.4%	91.1%	20.7%
<b>Rental Evaluation</b>			
<b>Did the Rental Person:</b>			
Sound professional on the telephone?	41.4%	91.8%	50.4%
Listen carefully?	59.8%	94.3%	34.5%
Exhibit courtesy and patience with any customer questions?	52.7%	89.9%	37.2%
Communicate clearly?	61.8%	87.4%	25.6%
Ask permission to place customer on hold and actually place call on hold	58.4%	87.9%	29.5%
Ask good diagnostic questions regarding the customer's needs?	18.4%	88.4%	70.0%
Offer correct information regarding the rental equipment requested?	46.4%	94.9%	48.5%
Ask what type of operation the rental would be used in?	38.4%	87.6%	49.2%
Ask if the customer could provide a certificate of insurance?	21.8%	91.7%	69.9%
Clearly explain the terms and conditions of the rental?	19.4%	87.6%	68.2%
Convince the customer that they had good product knowledge?	55.5%	92.7%	37.2%
Avoid using technical terms the customer would not understand?	38.4%	84.9%	46.5%
Avoid making statements that would give the customer the wrong impression?	61.8%	98.9%	37.1%
Offer to have an account set up for the customer	15.1%	84.8%	69.7%
Ask for the order?	42.1%	90.2%	48.1%
<b>SCORE</b>	42.1%	90.2%	48.1%

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

Trained Reps - 100 rental Reps trained by Creative Sales Solutions