

Creative Sales Solutions Mystery Shopping Evaluation
Service 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?	81.7%	92.5%	10.8%
Did the recept. answer the telephone and clearly state the name of the dealership?	76.8%	97.3%	20.5%
Did the receptionist communicate clearly with a pleasant sounding voice?	78.2%	94.7%	16.5%
Did the receptionist sound patient and helpful?	84.5%	81.4%	-3.1%
Was the customer told that they would be placed on hold or transferred?	26.9%	79.8%	52.9%
Was the customer on hold for less than 20 seconds?	71.4%	88.8%	17.4%
Was the person the call was transferred to the correct person to help the customer?	61.7%	89.8%	28.1%
Total for category	68.7%	89.2%	20.4%
Service Evaluation			
Did the Service Person:			
Clearly state their name and department?	21.7%	94.5%	72.8%
Have good voice presence (tone, pace, pitch and inflection)?	58.4%	96.8%	38.4%
Use good listening skills and not interrupt the customer?	58.5%	88.7%	30.2%
Exhibit courtesy and patience with any customer questions?	58.5%	94.7%	36.2%
Communicate clearly?	81.9%	89.5%	7.6%
Ask the customer if they could place them on hold?	14.4%	89.4%	75.0%
Ask good diagnostic questions regarding the customer's needs?	31.6%	91.5%	59.9%
Offer correct information regarding the service requested?	51.8%	94.8%	43.0%
Avoid using technical terms the customer would not understand?	28.8%	96.7%	67.9%
Offer to send the customer a quote?	52.7%	89.7%	37.0%
Avoid making statements that would give the customer the wrong impression?	61.7%	91.9%	30.2%
Acknowledge and listen to any customer objections?	47.6%	88.2%	40.6%
Find out from the customer if they overcame the objection?	18.4%	71.7%	53.3%
Ask for the order?	18.9%	91.4%	72.5%
SCORE	43.2%	90.7%	47.5%

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

Trained Reps - 100 service Reps trained by Creative Sales Solutions

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

