



Field Trip – Mystery Shopping Report

Directions;

Park in front of the Showroom, if possible, immediately get out of your vehicle and walk towards the inventory without making eye contact.

Make note of the following.

How long did it take for a salesperson to greet you? _____

First impression? Dressed for Success? _____

What was the first words they spoke?

Was their Greeting professional? _____

Did they ask for your Name and use it? _____

Respond 'I am just looking" Their response _____

After 4 or 5 minutes of looking around say this to the salesperson!

'Well, I/we have seen everything we/I have to go. Do you have a card?'

Their reaction; _____

Ask how long; 1-are Selling Cars? _____

2- at the current Dealership _____

If they ask why, you are asking the above simply reply;

'I just want to make sure that when I come back, I am dealing with a professional.'

Make notes below while the experience is fresh and HOLD your stories as you will have a chance to share your story and experience. Use the back if you need to.
