

# Auto Dealership Sales Evaluation - Advanced Feedback -

## Shop Details & Demographics

Guest 1234

Age / Gender / Status	60+ / Female / Married
Ethnicity	Caucasian
Location:	<input type="text" value="&lt;select location&gt;"/>
Date and Time of Shop:	<input type="text" value="08/19/2013"/> In: <input type="text" value="10:59"/> AM Out: <input type="text" value="12:20"/> PM
Reservation or walk-in?	Walk-in
Type of Shop:	<input type="text" value="Sales From Lot"/>
Customer Scenario / Cover Story:	I'm looking for a Honda to replace my Pontiac Vibe. I want it to get the same or better mileage and have a smaller profile--shorter and narrower if possible.

## Results Snapshot

**Overall Score** 75.8 % ( 25 of 33 )

### Visit Summary:

I arrived at ABC Dealership at 10:59 AM on Monday, August 19, 2013. 1 minute and 10 seconds after getting out of my car, I was approached by an employee who asked if I was being helped. When I said no, he went to get a sales person. He brought out Marvin, who greeted me with his name, shook my hand, and asked for my name. I said I was looking for a new car and didn't see any Hondas. He said they had new cars next door and he could help me there, too. Marvin then began determining my needs. He asked, "What size vehicle are you looking for?" I said I wanted something smaller than my Pontiac Vibe, but with as good as or better mileage. When I asked to see new cars, Marvin first asked to see my Vibe. I said I might want to trade it in. Marvin asked if there was still a balance on it. He asked if I've checked about what shape I am in. I said not yet--I wasn't sure I'd trade it in. Marvin asked if I was interested in a Civic. He told me the mileage for the Civic--38 highway, 30-31 city-- 5 Star rating, highest rating in its class, plus the new ones have backup cameras. I asked to go see new cars and Marvin said he'd come with me. He had to grab a pen. It took 2 mins and 47 sec. to get to the Sales building. Marvin talked about the weather and the use of seat belts as well as giving directions.

On the lot we parked and Marvin led the way the 2013 Honda Civics. Marvin asked if I wanted a plain one, a fancy one. I said a basic one. Marvin walked ahead of me and showed me a Civic LX. He stopped by the window sticker and said it has "power windows, power door locks, a back-up camera, tilt/telescopic steering wheel, CD; and mileage 39 and 28. Marvin said he has a customer who gets 45 mpg. Marvin said it is easy to maintain and they are the second largest Honda dealer in the country. He indicated the features listed on the window sticker. He said the Civic comes in different colors and they are well built. I asked about the trunk capacity and he said he'd go get a key. Marvin was low key and allowed silences to last longer than I was comfortable with. It felt as though he wanted me to be in charge of the conversation.

Marvin came back after 3 minutes and opened up the trunk without comment until the trunk was open and he mentioned that the lid is recessed so that you don't hit your head on it. He also said you could lower the back seat to extend the storage space. He used my name at this point and compared the Civic to my Vibe. He indicated how the seat could be lowered by pointing through the window at a button.

Marvin invited me to sit inside and turn on the air conditioner. He pointed out the telescopic wheel, showed where the cruise control is and the mirror adjustments, which he walked me through. He turned on the radio to demo the stereo and indicated the slot for the CD. Then he pointed out how simple the console is. He demonstrated the wipers and spray cleaning. I mentioned the backseat. He pointed out how spacious the interior is. He said that was why Honda is so highly rated. He sells many other brands at the...

Exterior	<span style="border: 1px solid #ccc; padding: 2px;">100</span> %
Interior	<span style="border: 1px solid #ccc; padding: 2px;">100</span> %
Discovery	<span style="border: 1px solid #ccc; padding: 2px;">86</span> %
Demonstration	<span style="border: 1px solid #ccc; padding: 2px;">25</span> %
Test Drive	<span style="border: 1px solid #ccc; padding: 2px;">67</span> %
Financial	<span style="border: 1px solid #ccc; padding: 2px;">67</span> %
Recommend	<span style="border: 1px solid #ccc; padding: 2px;">75</span> %

## Showroom Interior

Score **100.0** % ( **5** of **5** )

	Response	Earned / Possible	
1. SHOWROOM FLOOR Was the showroom floor clean and free of debris?	<b>Yes</b>	1	1
2. MARKETING MATERIAL Were there promotional materials prominently displayed?	<b>Yes</b>	1	1
3. WAITING Were the waiting area chairs and tables clean and in good condition?	<b>Yes</b>	1	1
4. LIGHTS & DISPLAYS Were all overhead and accent lights on and functional? Vehicle displays were attractive and high impact.	<b>Yes</b>	1	1
5. RECEPTION Was the reception desk clean and free of clutter?	<b>Yes</b>	1	1

Comments:

The show room is large with many seating areas, attractive overhead lighting with spot lights focused on the vehicles. The oblong service desk is free standing and has two people supporting the staff and providing a friendly welcome or smile to people who come in. The counter contains a computer and has a wood, chest high surround that provides privacy for the receptionists to work behind. There are displays around the show room that provide information about particular models as well as a wall display that shows the colors available for different models.

## Introduction & Discovery

Score **85.7** % ( **6** of **7** )

Salesperson's Name:

Marvin

Height / Hair (Other Discernible Characteristics):

6'6" White, short hair, 63 years old, clean shaven, no glasses

### 1. LOT GREETING

Were you approached and greeted in the lot?  
If so, how long were you in the lot before being greeted?

Response

Earned / Possible

**Yes**

1

1

:45-1:55= 1 minute and 10 seconds

### 2. ACKNOWLEDGED

Upon entering the showroom, were you acknowledged and greeted by staff? (regardless of lot interactions)

**Yes**

1

1

### 3. REFRESHMENTS

Were you offered refreshments?

**Yes**

1

1

Only after an hour of looking.

### 4. PROMOTIONS & OFFERS

Did the sales associate mention any promotions or offers?

**Yes**

1

1

### 5. SMALL TALK

Did the sales associate make "small talk" (weather, sports, etc) to break the ice?

**No**

0

1

He got straight to the point.

### 6. DISCOVER NEEDS

Did the sales associate attempt to discover your needs by:  
- Asking you who would be driving the car?  
- Determining your driving habits?  
- Asking which specific features were most important to you?  
- Determining your budget?

**Yes**

1

1