

WHAT YOU DON'T KNOW IS COSTING YOU \$\$\$



Have Us Mystery Shop Your Dealership by Phone and Over the Internet

How exactly does it work?

Our professional shoppers call your dealership's departments, and ask the very same questions your customers do every day. We then put the conversations onto audio CDs, and mail them directly to your dealership. Now you can INspect what you EXpect from your people.

Our internet mystery shopping will be done over your dealership's website. We'll ask about price, payments and availability of specific colors and equipment. You'll find out if your internet staff merely passes out prices and payments, or if they actually work to get the customer in for a test drive. In too many internet sales departments today, they have become order takers rather than true salespeople.

How do I make the best use of the CDs when I get them?

First and foremost, we strongly advocate that you play the mystery shopping calls back to your people in a group meeting. This gives everyone (even those people who weren't shopped) the feedback on how to (and how not to) handle the incoming calls. Then, we suggest the person who was shopped be given the first opportunity to evaluate their own call, and to suggest what they could have done differently. Finally, everyone else should be allowed to offer positive comments on what could have been improved.

Is recording telephone conversations legal?

Absolutely, and we've done it since 1982. All of our dealers pre-notify their personnel that the shopping will take place sometime in the near future. This removes any element of confidentiality as to incoming phone calls. Your people don't have to know exactly which calls are shopper or which ones are a real customer. As a practical matter, most of our clients already have their people sign a notification form upon hiring that puts everyone on notice that shopping could be conducted anytime.

Do you make all the calls in one day?

Never! Unless you request a rush, we spread the shopping over a seven to ten day period to naturally blend the calls into your regular customer calls.

How are the calls identified on CD?

Each CD has a label that shows the department, name of person shopped, along with the date and local time of the call. Sales and Fixed Operations are on separate CDs, and we send you enough duplicate copies for each department we shop.

How can I customize my shopping?

We encourage all of our clients to fax us copies of their new and used vehicle advertising, along with any service and parts coupons or mailers. We then shop directly off your ads for maximum effectiveness. Also, if you have a particular concern you need addressed, we have the experience to get the answers you're looking for.



www.PhonePops.com

(800) 746-6376
OR (805) 778-0200

TELEPHONE MYSTERY SHOPPING

"HEAR WHAT YOUR CUSTOMERS HEAR"



If you haven't had your dealership mystery shopped by telephone recently, it's an instant wake-up call to everyone who answers the phones!

Shocking Facts on Incoming Sales Calls

- 84% quote discounts, payments, or price on trades.
- 71% of salespeople do not invite the customer to come to the dealership on the first incoming call.
- 46% of salespeople do not ask customers for a phone number, and 87% don't ask for the proper phone number.
- 76% do not know how to handle internet and price grinder calls.

Shocking Facts on Incoming Service Calls

- 95% quote higher prices than independent shops, giving customers an incentive to take the vehicle somewhere else.
- 86% try to diagnose the customer's problem on the phone.
- 57% of all Service Advisors do not ask the customer for an appointment.

Shocking Facts on Incoming Parts Calls

- 94% fail to give any benefits as to why your parts are of better quality than the cheaper aftermarket parts.
- 98% do not ask for the sale.
- 46% keep the customer on hold for long periods of time without ever checking back.

Shocking Facts on Internet Responses

- 58% Do not respond with a live person in 2 business hours
- 82% Quote prices or payments without verifying which vehicle the customer really wants
- 91% Fail to invite the customer in for a test drive in the first response

Sample Pricing Plans

12 Surveys for	\$498
16 Surveys for	\$598
21 Surveys for	\$698
26 Surveys for	\$798
30 Surveys for	\$898
35 Surveys for	\$998



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