



YOUR LOCATION

INFINITI
SOUTHWEST INFINITI

EVALUATION # 1605688



10-07-2016

SURVEY: VIDEO
SOUTHWEST INFINITI

Infiniti
10495 Southwest Infiniti
Houston TX 77074 US

Location: Infiniti

Location: Infiniti

Location avg (8) 71%
Company avg (8) 71%

Overall : (38/50) 76%
Greet : (8/9) 89%
Ask : (4/8) 50%
Show : (11/15) 73%
Close : (15/18) 83%

OVERALL SCORE

76%
38/50 points



GREET SCORE

89%
8/9 points



ASK SCORE

50%
4/8 points



SHOW SCORE

73%
11/15 points

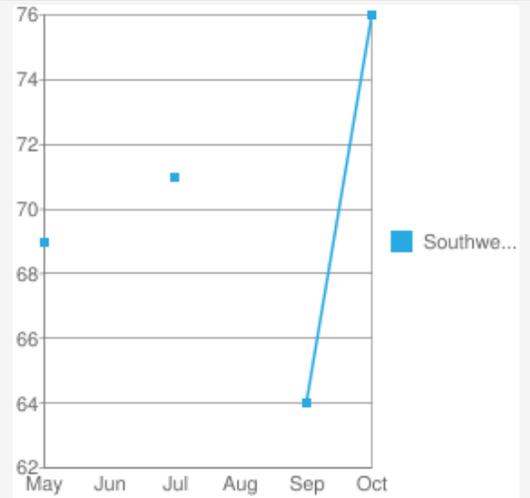


CLOSE SCORE

83%
15/18 points



OVERALL TREND



MOM SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Overall	76%	64%	+12%
Greet	89%	89%	+0%
Ask	50%	63%	-13%
Show	73%	71%	+2%
Close	83%	38%	+45%

QUESTION	SCORE	ANSWER
Evaluation Information		
Primary sales consultant name:		Eric Walsh
Enter the name that was used during the visit here:		Jeffrey Crozier
Video:		Click Here to View Video
Date:		10/7/2016
Day:	0/0	Sunday Monday Tuesday Wednesday Thursday ✓ Friday Saturday
Time Begin:		9:27 AM
Time end:		10:06 AM
Model Evaluated:	0/0	✓ QX70 Q60 Coupe Q60 Convertible Q50 Q60 QX60 M Other
Other model:		
Greet 89% (8/9)		
Video for Greet:		https://player.vimeo.com/video/187840817
Did a sales consultant offer assistance within 2 minutes of the customer entering the building?	1/1	✓ Yes No
Time required to offer assistance:		00:21 min:sec

Which of the following did the sales consultant do upon greeting the customer?	4/4	<ul style="list-style-type: none"> ✓ Introduce themselves ✓ Offer a handshake ✓ Smile ✓ Make eye contact None of the above
At what point did the sales consultant ask for the customer's name?	2/2	<ul style="list-style-type: none"> ✓ When they greeted the customer At some point after the initial greeting Sales consultant did not ask for the customer's name
Did the sales consultant ask how the customer heard about the dealership?	0/1	<ul style="list-style-type: none"> Yes ✓ No
Did the sales consultant offer the customer a beverage from the beverage bar?	1/1	<ul style="list-style-type: none"> ✓ Yes No
Please explain all "No" or negative answers.		
The Sales Consultant did not ask how the customer heard about the dealership.		
Ask 50% (4/8)		
Video for Ask:		https://player.vimeo.com/video/187840813
Did the sales consultant ask the customer if they are a current or previous Infiniti owner?	0/1	<ul style="list-style-type: none"> Yes ✓ No N/A
Was the customer introduced to a manager or senior sales consultant prior to leaving? (Prior to the test drive)	0/1	<ul style="list-style-type: none"> Yes ✓ No
Did the sales consultant determine if the customer was to be the primary driver of the vehicle?	1/1	<ul style="list-style-type: none"> ✓ Yes No N/A
Did the sales consultant ask or confirm if there were any other drivers and/or decision makers?	0/1	<ul style="list-style-type: none"> Yes ✓ No N/A
Did the sales consultant ask how the customer was going to use the vehicle? (e.g., commuting, work, transport kids, highway, city, etc.)?	1/1	<ul style="list-style-type: none"> ✓ Yes No N/A

Did the sales consultant ask what features the customer wanted in a new vehicle?	1/1	Yes No N/A
How did the customer respond when asked what features they wanted in a new vehicle?		
Feature 1:		Navigation
Feature 2:		Heated Seats
Did the sales consultant ask what the customer liked or disliked about their current vehicle?	1/1	Yes No
Did sales consultant ask or offer the customer a no obligation appraisal of their current vehicle?	0/0	Yes No N/A
Did the sales consultant ask what other vehicles the customer was interested in purchasing?	0/1	Yes No
Please explain all "No" or negative answers.		
<p>The Sales Consultant did not ask several of the questions above as he spent most of the visit showing the customer the vehicles. The Sales Consultant asked the customer about the kind of car he currently drove but did not ask him if he had ever been a Infiniti owner. The customer did not meet the Sales Manager until he returned from the test drive. The Sales Associate determined that the customer was a person that drove his vehicle a lot but did not ask if there were other drivers and or decision makers that would determine the sale of the vehicle. The Sales Consultant did not determine if the customer was interested in possibly purchasing another type of vehicle.</p>		
Show 73% (11/15)		
Video for Show:		https://player.vimeo.com/video/187840814
Did sales consultant open the trunk (or hatch) to show the cargo capacity?	1/1	Yes No
Did sales consultant demonstrate the audio system by offering to play the customers choice of music? (Pair bluetooth, play radio station of the customer 's choice)	0/1	Yes No
Did sales consultant demonstrate the navigation system?	1/1	Yes No N/A
Did the sales consultant demo the hands free function? (voice command)	1/1	Yes No
Did sales consultant explain the vehicle's communication system (i.e., Infiniti Connection)?	1/1	Yes No
Did sales consultant compare the vehicle to a competitor vehicle?	0/1	Yes No

Did the vehicle features that were shown to the customer match the features that they told the sales consultant they were interested in?	1/1	✓ Yes No N/A
Did the sales consultant offer the customer a test drive without being asked?	3/3	✓ Yes No
Before the test drive, did the sales consultant:	2/2	✓ Scan the customer's drivers license into the system Ask to see the license, but did not scan the license Did not ask to see the driver's license Other

Did you experience any of the following problems with the vehicle you test drove (or a vehicle you wanted to test drive but were prevented from doing so because of a problem)?

1/1

✓ **Mark here if the customer did not have any vehicle related issues with their test drive**

- Technical problem that prevented the customer from driving at least one vehicle (dead battery, etc.)
- Problem with the vehicle the customer drove (warning light flashing, loose trim piece, etc)
- Interior Cleanliness/ Prep issue (dirty, seats covered in plastic, etc.)
- Exterior Cleanliness/ Prep issue (dirty, not yet fully prepped for display, etc.)
- Low on gas (to the point that it was a concern to the customer)
- Sales consultant took more than 5 minutes to locate the keys to test drive the vehicle

Duration of test drive:

0/2

✓ **Less than 10 minutes**
10-15 minutes
More than 15 minutes

Please explain all "No" or negative answers.

The Sales Consultant showed the customer many features of the vehicle but did not demonstrate the audio system by offering to play the customers choice of music. The Sales Consultant did not compare the vehicle to a competitor vehicle.

Video for Close:		https://player.vimeo.com/video/187840815
Did the sales consultant provide the customer with a best price quote?	1/1	<p>✓ Yes</p> <p>No</p>
Did dealership provide monthly price quotes for finance or lease options (based on best price)?	2/2	<p>Provided monthly finance quote(s)</p> <p>Provided monthly lease quote(s)</p> <p>✓ Provided both quotes</p> <p>Did not provide monthly finance or lease quotes</p>
What type of customer contact information was requested?	2/2	<p>✓ Telephone Number</p> <p>✓ Email Address</p> <p>No contact information requested</p>
Did the sales consultant ask what the customer's preferred method of contact?	0/1	<p>Yes</p> <p>✓ No</p>
Did the sales consultant ask for the sale?	5/5	<p>✓ Yes</p> <p>No</p>
Did sales consultant show the customer the service department?	0/1	<p>Yes</p> <p>✓ No</p>
Did the dealership follow up with the customer within 24 hours of the visit?	1/1	<p>✓ Yes</p> <p>No</p>
If yes, how did the dealership follow up?	1/2	<p>✓ The dealership followed up by the customer's preferred method of contact</p> <p>The dealership followed up by more than one method of contact</p> <p>The dealership followed up by an alternate method of contact.</p>
If yes, did the sales consultant invite the customer back into the dealership by requesting an appointment?	3/3	<p>✓ Yes</p> <p>No</p> <p>N/A</p>

Please explain all "No" or negative answers.

The Sales Consultant asked the customer for his contact information during the test drive but did not ask which was his preferred method of communication. The customer was not shown the service department at any time during his visit.

GamePlan



What Happens After A Mystery Shop Has Been Completed?



MYSTERY SHOP COMPLETED

You will be notified once the shop has been completed via email.



REVIEW SHOP EVALUATION

Identify most important areas of success and most important areas of opportunity.



COMPLETE COACHING SESSION

Discuss what behaviors were observed that were successful and that need to be improved.



USE COACHING GUIDE TO RUN SESSION

Take detailed notes and remember to make the session as fun as possible.



COMPLETE GAMEPLAN

Don't forget to log your results by clicking "Save" at the bottom of your shop.

Please provide an overview of the shop to the employees attending this session. It is recommended that the shop is printed out or posted two days prior to the shop review session. The employees names should be blacked out if the shop score is low.

To view the [Coach's Guide](#), click here or paste the link below

<http://www.realitybasedgroup.com/surveyimages/2014infinitecoachesguide.pdf>

Please enter the date of this Manager Game Plan

For the Coach to complete prior to team meeting

Please enter what you feel is the most important opportunity from this shop:

Initial Shop & Coaching Review Session:

Was this session one on one or in a group?

0/0

One on one
Group

List who attended the session:

How did the team members respond when asked what they felt was the biggest success from this evaluation?

What do the team members think is the most important opportunity from this last shop? What are the most important behaviors that drive customer service?

Please list 2 recommendations for improvement the team is committed to working on

Please list 2 compliments that you gave to your team

What weekly activities has the team agreed to performing over the next month to improve these areas?

Make sure to capture names of the team members that are engaged and are participating in the conversation:

Identify your MVP from this session: