Mystery shopping Non Match Day criteria

Identification of areas of focus/training required

	Overall score	Connection	Data	Enquiry handling	Selling ability	Closing	Client info sent	Overall impression	Follow up
Venue 1	80%	85%	71%	60%	19%	54%	69%	100%	0%
Venue 2	94%	100%	60%	45%	45%	75%	99%	88%	0%
Venue 3	75%	100%	57%	85%	36%	23%	69%	100%	100%
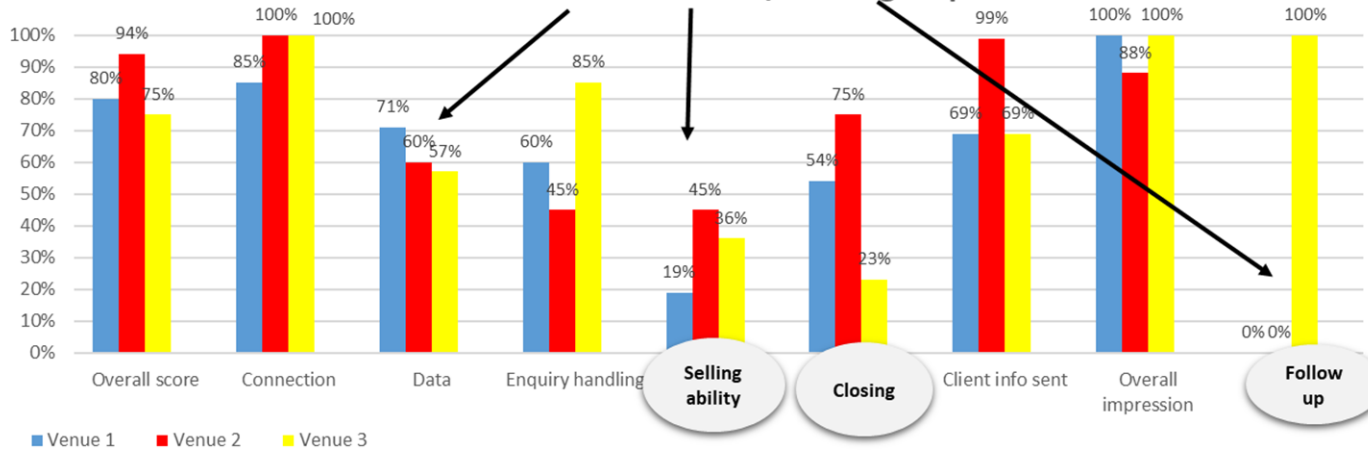
Connection & initial greeting – areas measured
Ease of finding contact details
Call pick up time
Making a good impression/building rapport

Data information required – areas measured
Main contact details obtained including telephone number
Source details requested

Enquiry handling - areas measured
Use of asking structured question to fully understand the client's current (and possibly) future requirements.
Understanding the client's budget and matching correct packages
Listening skills and identifying buying signals upselling and proactive opportunities
Identifying client's flexibility with dates
Clarifying Agent commissions

Selling ability – areas measured
Matching needs/wants, offering suitable dates & flexibility
Matching suitable prices/packages and explanation of inclusions
Painting the picture of the proposed room/area for client
Use of USPs
Upselling skills

Closing process – areas measured
Asking for the business
Closing skills process
Identifying pro active opportunities

Fulfilment/Client info sent – areas measured
Speed of proposal sent
Professional look and feel of proposal
Length of proposal/ease of read
Proposal inclusions as per enquiry needs/discussion (correct information sent)
Close of proposal

Overall impression – areas measured
Friendliness of seller
Passion and enthusiasm
A "want" for the business
Listening skills
What makes the seller stand out?

Follow up – areas measured
Timeframe
Type of follow up