

**EVALUATION # 7221**

04-11-2012

Survey: MVDM AT&T  
104

**Location Information**

Address 1  
Address 2  
City State Zip

Overall : (135/193)	70%
Location Appearance : (42/48)	88%
Associate Appearance : (7/7)	100%
Approach / Greeting : (13/14)	93%
Needs Assessment : (6/15)	40%
Product Presentation - Product Knowledge : (42/61)	69%
Closing : (7/21)	33%
Summary : (18/27)	67%

**YOUR SCORE**

**70%**

135/193 points



**THIS VS. LAST SCORE**



70%  
This Evaluation



92%  
Last Evaluation

**COMPANY RANK (YTD)**

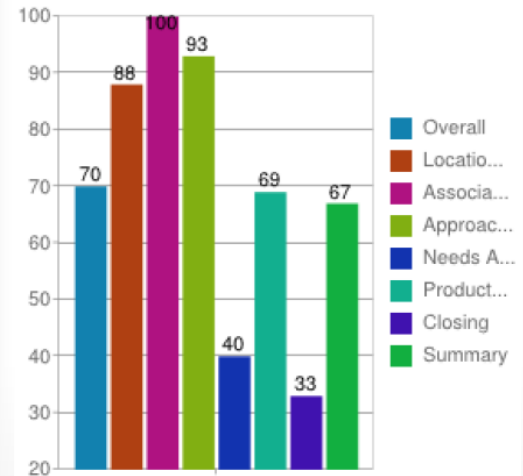
**4/10**



**LOCATION : YTD**

Location	<b>74%</b>
Company	<b>69%</b>
Your Rank	<b>4/10</b>
Your Percentile	<b>67th</b>

**SECTIONAL SCORES**



**QUESTION**

**SCORE**

**ANSWER**

**Date shop performed**

4/11/2012

Please enter the time you entered the location:

11:32 AM

Please enter the time you left the location.

11:43 AM

**LOCATION APPEARANCE**

**Exterior**

1.10 Outdoor sign completely lighted?	3/3	Yes
1.20 Side walk is clean and free of debris and trash?	3/3	Yes
1.30 Windows clean, dust free and organized signage?	3/3	Yes

**Interior**

1.50 Floor is clean, vacuumed and free of debris?	3/3	Yes
1.60 Is the appearance of the store's interior neat, organized and clean?	3/3	Yes

**1.70 Were the phone displays:**

1.71 Full?	3/3	Yes
1.72 Neat?	3/3	Yes
1.73 Clean?	3/3	Yes

1.74 Priced?	0/3	No
1.75 Functional?	3/3	Yes
<b>1.80 Were the accessory displays:</b>		
1.81-Full?	3/3	Yes
1.82-Neat?	3/3	Yes
1.83-Clean?	3/3	Yes
1.84-Priced?	0/3	No
1.90 The interior is well lighted with all lights on?	3/3	Yes
1.95 Were coverage / rate plan brochures readily available?	3/3	Yes

### Associate Appearance

#### Description of the associate who assisted you.

2.00 Gender:	Male
2.01 Height:	6'1"
2.02 Hair Color:	Blonde
2.03 Hair Length:	Short
2.04 Hair Style:	Straight
2.05 Facial Hair:	None
2.06 Glasses:	No

#### 2.10 PLEASE UPLOAD THE BUSINESS CARD OF THE ASSOCIATE HERE:



2.20 Salesperson Name:	Tim
2.30 Was the associate wearing a name tag?	3/3 Yes
2.40 Name on tag:	Tim
2.50 Was the associate's appearance neat, well-groomed and presentable?	3/3 Yes
2.60 How many customers were in the store at the time of your arrival?:	1
2.70 How many employees were present in the location?	2
2.80 If the store was busy, were associates available for assistance or busy doing other work-related tasks?	1/1 Available

### APPROACH / GREETING

**Note: If the associates are assisting customers, you should be greeted or acknowledged within 1 minute of entering the store.**

3.00 Were you acknowledged in a prompt courteous manner upon entering the store?	3/3	Yes
3.10 In minutes, how long did you have to wait for assistance from the time you entered? (The actual time it took to be assisted, not greeted.)	5/5	Immediately
3.20 Was the greeting you received warm, sincere and friendly?	3/3	Warm & Friendly
3.30 Rate the quality of the sales associate's greeting:	2/3	Good - Welcoming/Positive

### NEEDS ASSESSMENT

4.00 Did the associate ask questions to determine your wireless needs? (Where and how you plan to use your new phone, etc.)	0/3	No
4.10 After determining your needs, did the associate recommend a specific phone for you to purchase?	3/3	Yes

4.20 What phone manufacturer did the associate recommend?		LG
4.21 What model of phone did they recommend?		Nitro
4.30 Did the associate show and offer accessories suited to the recommended phone?	3/3	Yes
4.40 Did they ask questions to determine the best rate plan for your needs?	0/3	No
4.50 Rate the sales associate's needs assessment skills:	0/3	Poor - Almost Nothing

## PRODUCT PRESENTATION - PRODUCT KNOWLEDGE

5.00 Did they recommend a rate plan appropriate to your stated needs?	0/3	No
5.10 Did they discuss family plans or additional lines of service?	3/3	Yes
5.20 Did the sales associate tell you what was included in box with a new phone?	0/3	No
5.30 Did the sales associate mention any special offers or promotions?	3/3	Yes

### 5.40 WHAT WAS THE SPECIAL OFFER?

The associate stated that their was a special on the LG Nitro price. It is now \$100, formerly \$200. Buy 3 phone accessories and get 25% off each one.

5.50 Did the associate explain the difference between the types of phones offered; Basic, Text/Email Friendly and or Smart phones/PDAs?	3/3	Yes
5.51 Were you initially interested in a Smartphone?		No
5.52 Did the sales associate motivate you to consider purchasing a Smartphone?	3/3	Yes
5.60 Did the sales associate explain the differences between the various Smartphone platforms; Android, Windows, Blackberry, etc.?	3/3	Yes
5.61 Did the sales associate introduce you to UVerse and explain the features and benefits?	3/3	Yes
5.62 Were you satisfied with the information provided regarding UVerse and did it motivate you to consider it?	3/3	Yes

### Which of the following service features were discussed, explained or offered:

5.70 Product Protection Plan?	0/3	No
5.71 Text/Picture Messaging?	3/3	Yes
5.72 Navigation?	3/3	Yes
5.73 Email On The Go?	3/3	Yes
5.74 Apps of any type other than Social Networking?	3/3	Yes
5.75 Social Networking apps such as Facebook or Twitter?	0/3	No
5.85 Did the sales associate demonstrate any handset features or functions?	3/3	Yes
5.95 Did the sales associate give you an opportunity to operate the recommended phone?	0/3	No
6.05 Rate the sales associate's product demonstration skills:	1/3	Average - Acceptable
6.15 Did the sales associate offer any other non-wireless services or products?	3/3	Yes
6.25 If "YES", what service did they offer?	1/1	AT&T U-Verse
6.35 If "Other", what service did they offer?		
6.45 Please rate the sales associate's needs assessment skills, product knowledge and presentation skills:	1/3	Average - Adequate Skill

## CLOSING

7.00 Did the associate ask for the sale?	0/3	No
7.10 Did the associate attempt to start the application/activation process?	3/3	Yes
7.20 What objection did you use for not buying today?		I need to check with my spouse.
7.30 How many times did the sales associate try to sell you before giving up?	1/3	1
7.40 Did the associate attempt to overcome your objection to making an immediate purchase?	0/3	No

**9.20 EXPLAIN THE QUALITY OF YOUR INTERACTION WITH THE SALES ASSOCIATE (GREETING, NEEDS ASSESSMENT, PRODUCT DEMONSTRATION, CLOSING, ETC.) WHAT DID THEY DO TO MAKE YOU FEEL VALUED AS A CUSTOMER...OR NOT? HOW EFFECTIVELY DID THEY EXPLAIN THE PRODUCTS, INSTILL CONFIDENCE AND MOTIVATE YOU TO MAKE A PURCHASE TODAY...OR NOT?**

Immediately upon entering the location, a female employee that was assisting another customer said good morning. Tim then asked how he could help me. After explaining my scenario, he began to discuss plans. While not the most friendly person, Tim was respectful and polite. He showed me a brochure and explained voice, messaging, and data plans. Tim did not ask questions to determine my wireless needs, he simply gave an overview of all available plans.

Next, Tim discussed the phones. He asked what type of phone I had currently and if I was interested in a smart phone. While showing me phones, Tim told me that I would be eligible for upgrade pricing and that there would be a \$36 activation fee. He recommended I get an LG Nitro. He explained various features of that phone and stated that it was on special for \$100. Tim then went on to describe other phones and how they differed from the LG Nitro. He then went to get his own personal handset, a Vivid to show me the navigation feature on Android phones.

Next, Tim discussed accessories that would suit the Nitro. He explained that if I were to purchase any 3, he would give my 25% off each one. Tim then suggested that we run my credit to see if a deposit was needed. I explained that I would not be making a purchase today and he offered to run my address in the computer to see if I was in a U-verse area. He explained it was the latest and greatest on internet, cable TV, and home phones.

Tim then stated that if I had any questions I should call and he handed me his business card. He encouraged me to come back when I was ready to purchase. He stated it was nice meeting me and wished me a good day. Tim did motivate me to make a purchase. He had me sold on purchasing an Android unit by speaking so highly of those products. I felt valued as a customer because he gave me his undivided attention throughout the entire visit.

**9.25 WHAT DID THE SALES ASSOCIATE DO WELL? AND...HOW COULD THE SALES ASSOCIATE IMPROVE THEIR OVERALL PRESENTATION?**

Tim was very thorough in explaining phones and the various features that they have. Without live phones in the store, he even went as far as allowing me to use his own personal handset.

**9.30 EXPLAIN YOUR ANSWER TO QUESTION 8.0, WHAT--SPECIFICALLY--DID THE ASSOCIATE DO TO MOTIVATE YOU TO WANT TO RETURN AS A CUSTOMER OR RECOMMEND A FRIEND OR FAMILY MEMBER TO VISIT THIS LOCATION.**

I would return and recommend this location to friends and family members. Tim was thorough in his descriptions of the phones. He was knowledgeable and trustworthy.