

EVALUATION # 4291

02-23-2011
Survey: MVDM VRZ

Store Name
Store Address
City State Zip

YOUR SCORE

76%
157/206 points



COMPANY RANK (YTD)

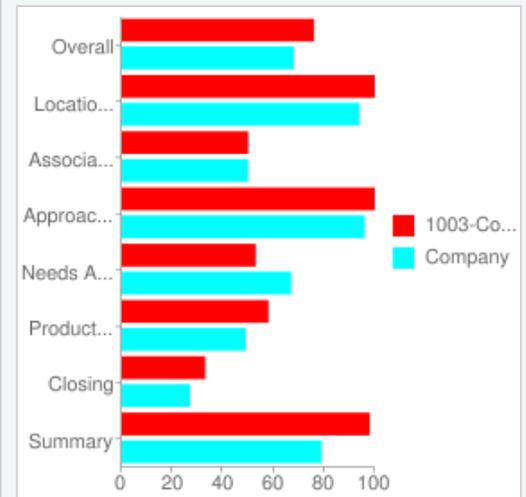
1/3



1003: CONCORD: YTD

Location **76%**
Company **68%**
Your Rank **1/3**
Your Percentile **100th**

SECTIONAL SCORES



QUESTION

SCORE

ANSWER

Date shop performed

2/23/2011

Please enter the time you entered the location:

2:55 PM

Please enter the time you left the location.

3:20 PM

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?

3/3

Yes

1.75-Functional?

3/3

Yes

1.80 Were the accessory displays:

1.81-Full?

3/3

Yes

1.82-Neat?	3/3	Yes
1.83-Clean?	3/3	Yes
1.84-Priced?	3/3	Yes
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:		5'9"
2.02 Hair Color:		Brown
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:		Steve Robinson
2.30 Was the associate wearing a name tag?	0/3	No
2.40 Name on tag:		N/A
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?:		0
2.70 How many employees were present in the location?		1
2.80 If the store was busy, were associates available for assistance who were busy doing other work-related tasks other than assisting customers?		No

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 or 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 warm, sincere and friendly?	3/3	Yes

3.30 Please rate the quality of the sales associate's greeting (5 being excellent and 1 being unsatisfactory): 5/5 5

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.) 3/3 Yes

4.10 After determining your needs, did the associate recommend a phone for you to purchase? 3/3 Yes

4.20 What manufacturer of phone did the associate recommend? LG

4.21 What model of phone did they recommend? Cosmos

4.30 Did the associate show and offer accessories suited to the recommended phone? 0/3 No

4.40 Did they ask questions to determine the best rate plan for your needs? 0/3 No

4.50 Please rate the sales associate's needs assessment skill (5 is excellent and 1 is unsatisfactory): 3/5 3

PRODUCT PRESENTATION - PRODUCT KNOWLEDGE

5.00 Did they recommend an appropriate rate plan? 3/3 Yes

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? 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 phone is free after a \$50.00 rebate.

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

5.60 Did the sales associate explain the differences between the Smartphone platforms (Android, Windows, Blackberry, etc.) 0/3 No

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

5.70 Insurance? 0/3 No

5.71 Text/Picture Messaging? 3/3 Yes

5.72 Navigation? 0/3 No

5.73 Email On The Go? 3/3 Yes

5.74 Apps of any type other than Social Networking? 0/3 No

5.75 Social Networking apps such as Facebook or Twitter? 3/3 Yes

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 Please rate the sales associate's demonstration skill (5 is excellent and 1 is unsatisfactory): 4/5 4

6.15 Did the sales associate offer any other non-wireless services or products? 0/3 No

6.25 If "YES", what service did they offer?

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." (5 is excellent and 1 is unsatisfactory): 4/5 4

CLOSING

7.00 Did the associate ask for the sale? 3/3 Yes

7.10 Did the associate attempt to start the application/activation process? 0/3 No

7.20 What objection did you use for not buying today? Need to think about it.

7.30 How many times did the sales associate try to sell you before giving up? 1/1 2

7.40 Did the associate attempt to overcome your objection to making an immediate purchase?	0/3	No
7.50 Did the sales associate ask if you had any friends or family who would be interested?	0/3	No
7.60 Did the associate motivate you to buy today?	0/3	No
7.70 Please rate the sales associate's closing skills (5 being excellent and 1 being unsatisfactory):	3/5	3

SUMMARY

8.00 Based on your experience today, would you recommend a friend or family member purchase a phone from this location?	3/3	Yes
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Please rate your entire experience in the store and with the staff today (5 being excellent and 1 being unsatisfactory):

8.10 Store cleanliness:	5/5	5
8.20 Store atmosphere:	5/5	5
8.30 Store displays:	5/5	5
8.40 Sales associate's appearance:	5/5	5
8.50 Sales associate's friendliness:	5/5	5
8.60 Sales associate's courtesy:	5/5	5
8.70 Sales associate's professionalism:	5/5	5
8.80 Sales associate's knowledge:	4/5	4

8.90 PLEASE PROVIDE A COMPLETE AND DETAILED DESCRIPTIVE SUMMARY OF YOUR SHOPPING EXPERIENCE --- FROM START TO FINISH---- TODAY:

I arrived at the store at 2:55 PM, the lot was clean but empty. The outside appearance was clean and neat. I saw through the window one person sitting behind a desk. As I entered the store he immediately greeted me and asked how he could help me today. I told him that I was looking for a new phone. He asked what features were I looking for and how am I using my current phone. I explained that my current phone was very basic and I wanted to be able to access the internet and e-mail when I travelled. He said I would probably like the Hybrid phones. He brought me over to that area and showed me two phones, the LG Cosmos and the Samsung Intensity. He explained how the e-mail/internet feature could be turned on and off so I wouldn't have to pay for it if I wasn't using it. He also demonstrated how the keyboard slides out, or retracts to use the phone function. He was very nice and pleasant, but I felt he was done with his presentation so I asked him about the Smart phones. He took me over to that display and showed me how light they are, but he said they really weren't very sturdy. He also explained how they have constant access to the internet that you are charged for all the time. He also said the Hybrid phones internet was text based and a little different from a computer screen but the Smart phones were more like being on a computer. He felt the Hybrid would suit my needs better with less costs. Realizing, that this was a Verizon store, I asked Steve a question about my Verizon plan that affects my bill. He immediately went over to his computer and looked up my plan. He explained ways to solve my billing problem and he fixed it right there. I was extremely grateful for his help. He then said all he asks is that when I'm ready to purchase a new phone that I get it from him. I told him that I definitely would get my next phone there. Then we said our goodbyes and I left at 3:20PM. I probably shouldn't have asked him a personal question but it gave him a chance to show what a terrific salesman he is. He was so genuine and willing to help me, I was really impressed. He listened attentively to my concerns and he problem solved and found a good solution. He went above and beyond what was necessary and I really appreciated the service. I will definitely buy a phone from him and I will recommend that store to all of my friends and family. To me this was what a shopping experience should be. He wasn't a pushy salesman, he said when I'm ready please go back to him. He was very knowledgeable about his products and Verizon. He has a pleasant friendly personality without being overbearing. He listens and then acts to find what is right for the customer. The store was immaculate and well organized. I definitely was impressed.