



AMT Car Sales Mystery Shop Survey



Date	Location	Company Name	Time of visit		3:15 PM
15-Dec-11	Stretton	JL Vans	Duration		58 mins
Subject	Area	Guide Points	Target	Actual	%
First Impressions	Vehicles priced	Was each vehicle priced or a price list readily available	10	10	100%
	AMT logo visible	Is the large and small logo signage clearly visible	1	1	
Rapport & Value Building	Needs identified	Did the salesperson identify your needs	10	10	100%
	Model identified	Did the salesperson identify the model required or suggest a suitable model	10	10	
	Demonstration	Was a demonstration/test drive offered or given	10	10	
	Part exchange appraisal	Did the salesperson appraise the part exchange vehicle (with customer)	5	5	
Negotiation	Customer spend	Was the customer budget established	10	10	100%
	Budget	Were you only shown cars that were within your budget?'	10	10	
	Method of payment	Was the method of payment established	2	2	
	Finance	Was finance offered and the term length & payments fully explained	10	10	
	Warranty	Was a warranty offered or included, were the details fully explained	7	7	
Handling the Visit	Listening	Did you feel that the salesperson listened to and responded to your requirements	5	5	100%
	Helpful	Did you feel the salesperson was helpful with the enquiry	5	5	
	Recommendation	Would you recommend this company	5	5	
Comments			100	100	100.0%

I could see two small logos, one inside and one outside. The sale person came up to me and asked what I was interested in, I told him I was looking for a small van and he suggested I look round at my leisure, he also pointed out a Connect to me as the VAT was already paid on it. The sales person was very helpful and friendly without being pushy. I was told all the cars are fully checked, serviced and come with a MOT. The only negative point was that although the discussions took place in the office I was not offered to sit down.

Name: E Greaves