



PERSON TO PERSON QUALITY

Sales & Service Mystery Shopping Programs for Auto Dealers

What is *really* happening on the front lines of your Sales and Service channels?

What do prospective buyers really experience when they visit, call, or email one of your showrooms?

Which of your employees leverage their training and sales tools, and which ones just go through the motions? Which ones need more training?

How quickly does your staff respond to email and phone inquiries? How long are walk-ins waiting for assistance?

How can you improve your ratios for leads contacted, appointments set, appointments that show, and closing?

Client Testimonial

Person to Person Quality helps us ensure that our salespeople are effectively communicating our unique approach to selling cars to prospective customers who call, email, or visit our showrooms. The customized mystery shop reports we receive are a great training tool for managers to identify areas of improvement for the performance of our sales teams. That's why we've been working with Person to Person Quality since 2003.

- **President of
Maryland-based
auto dealer group
with 21 franchises**

WHAT WE DO and HOW WE ADD VALUE

Person to Person Quality manages **mystery shopping programs, surveys, and custom market research projects** for manufacturers, dealer groups, and auto repair service providers and associations. We help you create and sustain a competitive advantage in sales and service quality, customer loyalty, and employee development, in an industry that often faces steep challenges in securing the trust of consumers.

Our customized mystery shopping programs provide valuable intelligence about what's happening on the frontlines of sales and service channels - on the phone, via email, or in the showroom or service department. Mystery shops are a valuable tool for sales and service employee training and development, competitive analysis, and evaluating compliance with company policies, industry regulations and best practices - all of which help our clients become more profitable and create long-term value.

- ❖ Walk-In Mystery Shops
- ❖ Internet + Onsite Shops
- ❖ Phone + Onsite Shops
- ❖ Sales AND Service Shops
- ❖ Video Mystery Shopping
- ❖ Spanish-Language Shops



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FACTS & FIGURES

- ✓ The 2014 *Auto News* top 150 Dealers list included 11 dealer groups based in VA and MD, including 8 of the top 65!
- ✓ Person to Person Quality has worked with 6 of the top 150 dealer groups.
- ✓ We have completed over 7,500 Auto Sales and Service mystery shops since 2004.
- ✓ 20% of customers buy on their first visit to a dealership.
- ✓ 33% of customers will return to the dealership (be-backs) after the first visit, with good follow-up.
- ✓ 67% of customers who do return (be-backs) will purchase.

Our mystery shopping programs measure the key performance metrics affecting your closing ratios, and identify the people and processes that need improvement.



PERSON TO PERSON QUALITY

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CASE STUDIES

✓ Situation

A top-60 dealer group based in Maryland with 20+ franchises in three states needed to: 1) evaluate how effectively its salespeople discuss the dealer's unique no-haggle pricing policy to prospective customers; 2) ensure compliance with the company's performance standards and policies; and 3) meet ISO 9001 certification requirements.

✓ Solution

Since 2004, PPQ has managed a comprehensive mystery shopping program to evaluate the performance of the sales associates and managers, and has delivered more than 3,000 mystery shop evaluations conducted at the client's stores in Maryland, Pennsylvania, and Florida.

✓ Results

Focus on customer experience and employee training has generated customer loyalty and earned the company a sterling reputation and numerous consumer advocacy and business ethics awards. This dealer group is consistently in the top 60 dealer groups nationally.

✓ Situation

A top-35 dealer group, based in South Florida, needed timely feedback on its sales and service departments, and its online, phone, and showroom channels. This dealer group has 18 franchises in three states and also wanted to compare its customers' experience to its competitors', and get feedback on the customer experience of Spanish-speaking shoppers.

✓ Solution

Since 2010, PPQ has been providing valuable feedback on the customer experience and employee performance of the client's sales and service departments, and its competitors. Timely mystery shopping reports are used as training tools to identify strengths and weaknesses in the staff, processes, and overall customer experience.

✓ Results

Management's investment in, and commitment to sales and service excellence and employee training has become essential to its success. This dealer group continues to rise in the list of the country's largest dealer groups, coming in at #26 in 2014.

✓ Situation

Porsche N.A. needed to know how its dealers' maintenance and service recommendations (and pricing) compared to the manufacturer's recommendations. The client also wanted to know what service and maintenance recommendations one of its competing manufacturers' dealers were quoting, so it could determine how a customer might calculate the total cost of ownership for the makes/models in question.

✓ Solution

PPQ trained a group of our highest-quality evaluators to role play as would-be buyers researching ownership costs. We designed a phone shop questionnaire with the client and launched the project in less than a week from inception. We had two weeks to call 200+ Porsche dealers and 200+ nearby competitors.

✓ Results

Three weeks, and about 450 phone calls later, we delivered a report to Porsche N.A. breaking down the results of our research. We sent the client the data in Excel and included an executive summary of the results.



Our nationwide network of qualified evaluators has conducted over 7,500 auto sales and service shops throughout the U.S. since 2004!