

Dear Applicant,

Thank you for your interest in joining our strong team of 500,000 mystery shoppers nationwide. ESP is a Houston-based organization with affiliates over many parts of the U.S.A. We provide evaluations, training, and survey services for a variety of companies, including but certainly not limited to: **banks, restaurants, hotels, auto dealerships, retailers, leasing offices, valet services, hardware stores, cruise lines, storage facilities, airlines, travel agencies, hospitals, and supermarkets.**

ESP has been in business since 1985 and owes a lot of its success to our quality shoppers. When we recruit mystery shoppers, we look for individuals who are conscientious, highly dependable, and detail-oriented. Because of the nature of our business, we often require very short turn-around periods (the time between the shopper receiving his/her assignment and our receiving the completed report in our office). Therefore, it is crucial that we exclusively hire individuals who consistently submit their reports in a timely, accurate, and professional manner.

Like our clients, we strive for exceptional customer service. For this reason, we only employ the finest mystery shoppers. If you wish to be considered as a mystery shopper, please demonstrate your seriousness by accepting our Mystery Shopping Challenge. In order to take this challenge, you will have to evaluate a real, life experience in a customer-related establishment of your choice (retail store, bank, restaurant, etc). The narrative can be hand-written or typed. For the purpose of this evaluation, feel free to change any question that may not be relevant to your shopping situation. Along with your resume, please submit all forms either through fax, email, or the US Postal Service. Provided that it satisfies our requirement, please enclose a self-stamped return envelope (if by USPS) in order to speed up the paperwork necessary to complete our association.

Once again, thank you for your interest in our company. We look forward to working with you in the near future.

Sincerely,



Jennifer Tran  
Director of Operations  
JT/ac

**Our mailing address:**  
**5850 San Felipe, Suite #315**  
**Houston, TX 77057**  
**Email: [espshop@espshop.com](mailto:espshop@espshop.com)**

## ESP Mystery Shopping Challenge

SHOPPER NAME: \_\_\_\_\_ NAME OF SALESPERSON (SP): \_\_\_\_\_  
 SHOPPER ADDRESS: \_\_\_\_\_ DATE & TIME: \_\_\_\_\_  
 SHOPPER TELE: \_\_\_\_\_ STORE NAME: \_\_\_\_\_  
 SHOPPER EMAIL: \_\_\_\_\_ CITY & STATE: \_\_\_\_\_

		Max Pts	INSTRUCTIONS
PHYSICAL	1. Was outside (lot/entrance) well kept?	5	<b>Enter the establishment posing as a regular customer. Observe the physical aspects, as well as performance of the SP.</b>
	2. Was the showroom clean?	2	
	3. Was the showroom well lit?	2	
	4. Were the counters neat?	3	
	5. Were the carpets/floors clean?	2	
	6. Were displays dust-free?	5	
	7. Was merchandise price-tagged?	6	
	8. Your overall impression of the store.	10	
GREETING	9. Greeted or acknowledge immediately by SP	5	<b>Evaluation must include: date, time, and name(s) of the SP(s) you come into contact with.</b>
	10. SP introduced himself/herself	5	
	11. SP offered to help enthusiastically	5	
	12. SP asked for your name	5	
	13. SP made good eye-contact with you?	5	
QUALIFICATION	14. SP seemed warm, friendly and sincere?	5	<b>This Mystery Shopping Challenge consists of two sections: the scorecard (this page) and the narrative (next page)</b>
	15. SP showed good enthusiasm	5	
	16. Did SP ask your specific needs?	5	
	17. Asked how soon you needed it?	5	
	18. Were questions asked in a conversational way?	5	
	19. SP listened intently to your needs?	5	
	20. SP refrained from interrupting you?	5	
	21. SP established a rapport with you?	5	
	22. SP asked, "Have you looked elsewhere?"	5	
	23. Did you feel that SP would go the extra mile?	10	
PRESENTATION	24. SP asked for your cooperation?	5	<b>For the scorecard, your score can range from 0 to the maximum Points.</b> (note that the questions have different max points) Example: Q23. "Do you think SP would go the extra mile?"  A definite "YES" would equal a 10. If "So-So", enter a 5. If "No" is the answer, then score a "0".
	25. SP asked where you live at present?	5	
	26. SP established your price range, if applicable?	5	
	27. SP stayed with you throughout presentation?	5	
	28. SP asked, "How did you hear about our store?"	5	
	29. SP suggested looking at appropriate items?	5	
	30. SP pointed out recent arrivals/sale items, etc.	5	
	31. SP took you to several items?	5	
	32. SP gave important features of each item	5	
	33. SP Mentioned the salient features of the group as a whole	5	
	34. SP said "Special order items are no problem".	1	
	35. SP spoke of company's reputation/years in business	10	
CLOSING	36. SP escorted you throughout the store.	5	<b>The narrative must be completed in its entirety. Record only the facts; refrain from personal opinions. We want a snapshot of your experience; therefore the more details you give, the better.</b>
	37. SP used your name often during tour	5	
	38. SP pointed out all applicable items	5	
	39. SP emphasized quality of the merchandise	5	
	40. SP suggested add-ons/alternatives	10	
	41. SP spoke about their total satisfaction guaranty	10	
	42. Rate SP's product knowledge.	10	
	43. Did SP reinforce quality/style of selection?	5	
	44. Asked, "When would you like to have this?"	10	
	45. Said, "I can get this by..." , etc	10	
46. Thanked you sincerely for coming in.	5		
47. Gave you a business card/brochure	5		
48. Wrote down additional information for you	5		
49. Salesperson called you within 48 hours.	10		

**With your resume, please send to:**  
**2990 Richmond Ave. Suite 370**  
**Houston, TX 77098**  
 or  
**Fax(866) 494-3710**  
 or  
**Email: [espshop@espshop.com](mailto:espshop@espshop.com)**

**Thank you for taking our  
 Mystery Shopping Challenge.**

**ESP Mystery Shopping Challenge: NARRATIVE**

**TYPE/NAME OF STORE:** \_\_\_\_\_ **SHOPPER'S NAME** \_\_\_\_\_  
**DATE/TIME** \_\_\_\_\_ **SALESPERSON'S (SP) NAME** \_\_\_\_\_

**GREETING**

*Describe in detail, the events that took place from the time you entered the premises, leading up to your meeting with the SP or employee. Also, describe the reception you received from the SP or others (smile, handshake, stand-up introductions, etc.).*

*QUALIFICATION (If the SP determined your name, asked relevant questions related to your specific needs)*

*PRESENTATION (presentation of product or service, spoke of the company's reputation, additional services, converted features to benefits)*

*CLOSING (how SP ended the conversation, did he/she reiterate features, ask for the business, get your telephone number?)*

*SUMMARY -- Write approximately 100 words about the SP's friendliness, desire to be of service, enthusiasm, product knowledge, communication skills, and why you would or wouldn't buy from him/her.*

*It is IMPERATIVE that you write at least a total of 250 words for this report. Comments such as yes or no will not suffice. If necessary, continue to write on the back of this form. Thank you for your cooperation.*