

# ESP SHOPPER CHALLENGE

BUSINESS NAME \_\_\_\_\_

EMPLOYEE/SALESPERSON (SP) NAME \_\_\_\_\_

DATE/TIME \_\_\_\_\_

## PHYSICAL

	Max Pts	Your Score (High Scores indicate "yes")
1. Was outside (lot/entrance) well kept?	5	
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	

**GREETING**

7. Was merchandise price-tagged?	6	
8. Your overall impression of the store.	10	
9. Greeted or acknowledge immediately by SP	5	
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	
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	
24. SP asked for your cooperation?	5	
25. SP asked where you live at present?	5	
26. SP established your price range, if applicable?	5	

**PRESENTATION**

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	
36. SP escorted you throughout the store.	5	
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 additions/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	

**CLOSING**

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	