



GMC

**SALES MYSTERY SHOP: PHONE & IN-DEALER**

**Dealership** COFFMAN TRUCK SALES, INC.  
1149 W LAKE ST  
AURORA, IL 60506

**Shop Details** Shop Month: JANUARY 2015  
 Shop Week: Week of 1/4 - 1/10/15  
 Shop ID: 3388337 CHVPS3  
 Visit Length: 55 minutes

**Shop Score**  
**94.0%**

**TELEPHONE INQUIRY** **CATEGORY SCORE: 85.7%**

**PHONE INQUIRY DETAILS**

Name of the person who handled your inquiry: Andrew

**ENGAGES CUSTOMER**

**ANSWERS PROMPTLY**  0-3 rings 5 / 5  
 4-5 rings  
 6+ rings

Number of times your call was transferred: 1

**TRANSFERS YOU EFFICIENTLY** (if call is answered by operator / receptionist or automated system)  Transfers your call quickly and efficiently to a sales consultant 10 / 10  
 Transfers your call to someone OTHER THAN a sales consultant or transfer is not handled quickly and efficiently

**OFFERS WARM GREETING**  Extends a warm, genuine greeting AND includes the location name (e.g. "Good afternoon. Thank you for calling Springdale Chevrolet. How may I assist you?") 0 / 10  
 Extends a polite acknowledgement and includes the location name (e.g. "Good evening, Springdale Chevrolet. ")  
 Greeting is routine/insincere OR location name is not mentioned (e.g. "Sales Department.")

**PROJECTS POSITIVE ATTITUDE**  Enthusiastic, energetic, engaging - uses tone (volume and inflection) to convey positive energy 10 / 10  
 Pleasant, polite and professional (e.g. uses a positive, steady tone)  
 Appears to be going through the motions or seems disinterested

**FOCUSES ON YOU**  Listens attentively/gives undivided attention without interruption (you do not feel rushed) AND allows you to complete your statement of needs (does NOT finish your thought for you or presume he/she knows what is needed without allowing you to finish) 10 / 10  
 Listens but seems distracted by things going on around him/her OR does NOT allow you to complete your statement of needs (finishes your thought for you or presumes he/she knows what is needed without allowing you to finish)  
 Does not listen / appears distracted or unfocused

**SPEAKS CLEARLY**  Speaks clearly and professionally and is easy to understand 10 / 10  
 Sounds rushed, is difficult to understand, or unprofessional

**PERSONALIZES SERVICE**  Asks for your name AND addresses you by name 10 / 10  
 Asks for your name but does NOT address you by name  
 Does NOT ask for OR address you by name

**ASKS PERMISSION TO PLACE YOU ON HOLD** (if applicable)  If necessary to place you on hold, asks for your permission to put you on hold, waits for your answer before doing so AND thanks you for holding when returning to the phone 10 / 10  
 If necessary to place you on hold, asks for your permission to put you on hold and waits for your answer before doing so OR thanks you for holding when returning to the phone  
 If necessary to place you on hold, does NOT ask for your permission to put you on hold or wait for your answer before doing so AND does NOT thank you for holding when returning to the phone

**DELIVERS**

**ASKS FOR YOUR CONTACT INFORMATION**  Asks for your phone number AND e-mail address  
 Asks for your phone number OR e-mail address  
 Does not ask for your contact information

After my call was transferred, Andrew picked up the phone and told me I had reached the sales department. I introduced myself to Andrew and told him that I was looking for information on a new vehicle. Andrew said that he would be glad to help me out and he spoke in an upbeat and engaging tone. He seemed interested in helping me find a great vehicle and was very enthusiastic about helping me in my search.

Andrew was very polite and professional during our conversation. After introducing himself on the phone, he asked how he could help me today. I told Andrew that I was interested in obtaining information on a new vehicle for my family. Andrew asked me if there was any specific features that I was looking for in a new vehicle: color preference, cloth or leather seats, and power windows and doors. I told Andrew that we did not have a color preference, but I said that we were looking for a vehicle with cloth seats and power windows and doors. Andrew listened to my needs and he spoke in a clear and concise manner during our conversation.

Andrew asked if he could place me on hold for a minute while he went to go get his inventory book so he could tell me about what was on the lot. He returned to the phone a minute later and thanked me for holding. Andrew recommended that I look at a Crew Cab SLE model, as it was roomy and had many safety features. Andrew told me that they had a few of these vehicles in stock. He told me that one of these vehicles was a demo unit and that was currently being used as a loaner vehicle and offered some additional savings in terms of pricing. He also told me that many of the vehicles currently had rebates on them as well that would help for the pricing.

TELEPHONE INQUIRY		CATEGORY SCORE: 85.7%
ANSWERS QUESTIONS (regarding vehicle details, availability, pricing, etc.)	<input checked="" type="radio"/> Thoroughly answers your questions in a language you understand AND builds value by providing additional information beyond what you requested to promote service specials, transportation offer, dealership / service department value, etc. <input type="radio"/> Thoroughly answers your questions in a language you understand OR builds value by providing additional information beyond what you requested to promote service specials, transportation offer, dealership / service department value, etc. <input type="radio"/> Is unable to answer your questions or speaks over or under your understanding level AND does NOT provide any additional information beyond what you requested	10 / 10
Indicate question you asked:	What are the miles per gallon for the Crew Cab SLE?	
Indicate response:	Approximately 18 miles per gallon in the city and 20 on the highway.	
EXTENDS INVITATION TO VISIT DEALERSHIP	<input type="radio"/> Invites you to visit the dealership and attempts to schedule a specific date/time for you to come in (e.g. "Is there a time today or tomorrow that would work for you to come look at the car?") <input checked="" type="radio"/> Invites you to visit the dealership but does not attempt to schedule a specific date / time (e.g. "Feel free to stop by anytime") <input type="radio"/> Does not invite you to visit the dealership	5 / 10
<b>CLOSES</b>		
OFFERS WARM CLOSING	<input checked="" type="radio"/> Sincerely thanks you AND offers a positive closing remark (e.g. "Have a great afternoon!") <input type="radio"/> Sincerely thanks you OR offers a positive closing remark <input type="radio"/> Does NOT thank or thank is insincere and does NOT offer a positive closing remark	10 / 10
Based on this telephone experience, how likely would you be to visit this dealership if you were really in the market for a new vehicle?	<input checked="" type="radio"/> Definitely Would <input type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	

Andrew told me that he did not want to offer me a sales pitch, but that he was going to do the best possible job to earn my business. He told me the dealership's hours. I told Andrew that I would be interested in coming to see the vehicle soon. He told me that would be great, and that I should ask for him when I arrived at the dealership. Andrew then thanked me for calling and told me to have a good afternoon.

**GREETING** **CATEGORY SCORE: 100%**

Andrew      Age: 31 - 35      Gender: M      Height: 6' - 6'1      Hair: Dark Brown

**A GREAT GREETING**

ACKNOWLEDGEMENT TIMING (verbal or non-verbal. From the time you entered the sales area)	<input checked="" type="radio"/> Less than 1 minute <input type="radio"/> Between 1:00 and 2:59 <input type="radio"/> Between 3:00 and 5:00 <input type="radio"/> More than 5 minutes	10 / 10
Who initially acknowledged you when you arrived at the dealer?	<input type="radio"/> Receptionist <input checked="" type="radio"/> The sales consultant who ended up assisting you during your visit <input type="radio"/> Another sales consultant (did not assist you during the visit) <input type="radio"/> Service personnel (technician) <input type="radio"/> Other	
READY TO SERVE	<input checked="" type="radio"/> Exhibits outreaching physical behaviors (open body language - upright, arms uncrossed) AND approaches you with intentional eye contact, smile, wave, etc. when you enter the sales area <input type="radio"/> Exhibits outreaching physical behaviors but does NOT approach you with intentional eye contact, smile, wave, etc. <input type="radio"/> Does NOT exhibit outreaching physical behaviors (closed body language - leaning or arms crossed) and does NOT approach you with eye contact, smile, wave etc.	10 / 10
WARM AND WELCOMING GREETING	<input checked="" type="radio"/> Greets you in a manner that made you feel he/she was genuinely glad you were there (upbeat, professional, welcoming) <input type="radio"/> Politely greets you, but it seems routine or insincere <input type="radio"/> Did NOT verbally greet you	10 / 10
OFFERS HANDSHAKE	Yes      No <input checked="" type="radio"/> <input type="radio"/>	10 / 10
ADDRESSES EVERYONE IN THE GROUP (if more than one person in your group)	Yes      No <input checked="" type="radio"/> <input type="radio"/>	10 / 10
PROFESSIONAL APPEARANCE	<input checked="" type="radio"/> Attire is clean, pressed, professional, and consultant is well groomed <input type="radio"/> Attire or grooming is in need of minor attention <input type="radio"/> Appears unprofessional and/or poorly groomed	10 / 10

**FOCUS ON THE CUSTOMER**

PERSONALIZES SERVICE	<input checked="" type="radio"/> Asks for your name AND uses your name as appropriate throughout the interaction <input type="radio"/> Asks for your name but rarely uses your name throughout the interaction - there is an opportunity for more <input type="radio"/> Does not ask for your name	10 / 10
BUILDS RAPPORT	<input checked="" type="radio"/> Builds rapport effectively by asking questions / initiating conversation to get to know you before discussing business (e.g. if you have kids, where you are from, etc.) <input type="radio"/> Attempts to build rapport by asking questions / initiating conversation to get to know you, but there is opportunity for improvement <input type="radio"/> Does NOT initiate conversation or ask questions to attempt to get to know you before discussing business	20 / 20
SMILES AND MAKES EYE CONTACT	<input checked="" type="radio"/> Consistently and genuinely smiles and makes eye contact throughout the interaction as appropriate <input type="radio"/> Smiles and makes some eye contact but there is opportunity for more <input type="radio"/> Does NOT smile or make eye contact	10 / 10

I was greeted right away when I entered the dealership as one of the sales associates held the door open for me when I arrived. Andrew came right out to greet me when I walked in the door.

Andrew greeted me with a smile and thanked me for coming into the dealership today. He offered me a handshake. He told me to come back to his office so we could chat. He was polite and professional during our initial greeting.

Andrew made sure to repeat the information that I had told him. He asked what I did for a living and he asked if I lived in the area.

**CONSULTATION & VEHICLE PRESENTATION**

**CATEGORY SCORE: 100%**

Andrew      Age: 31 - 35      Gender: M      Height: 6' - 6'1      Hair: Dark Brown

A TARGETED CONSULTATION		
ASKS ABOUT THE SHOPPING PROCESS YOU'VE BEEN THROUGH SO FAR (been to other dealers, looked online, seen ads, etc)	Yes <input checked="" type="radio"/> No <input type="radio"/>	10 / 10
ASKS QUESTIONS TO UNDERSTAND WANTS & NEEDS	<input checked="" type="radio"/> Asks probing open-ended questions (NOT answered with yes/no) to determine your needs (e.g. how you use your vehicle, what you are currently driving / what you like most and least about what you are currently driving, etc.) <input type="radio"/> Asks closed-ended questions (answered with yes/no) to determine your needs <input type="radio"/> Does NOT ask any questions regarding your needs	10 / 10
FOCUSES ON YOU	<input checked="" type="radio"/> Gives you undivided attention without interruption AND made you feel as if you were his/her top priority <input type="radio"/> Listens politely but does not make you feel like you are his/her top priority (seems distracted by things going on around him, looked at Blackberry, phone, etc.) <input type="radio"/> Does not listen / appears distracted or unfocused	10 / 10
What did you tell the sales consultant was important to you in selecting a vehicle?	Cloth seats, power windows and doors, and crew cab seating.	
VEHICLE PRESENTATION		
RECOMMENDS	<input checked="" type="radio"/> Recommends vehicle(s) that align with your stated needs and uses language that inspires confidence in his/her knowledge of the vehicle(s) being discussed (explains features and benefits in a clear, engaging way) <input type="radio"/> Recommends vehicle(s) that align with your stated needs, but uses language that does NOT inspire confidence in his/her knowledge of the vehicle(s) being discussed <input type="radio"/> Does NOT recommend vehicle(s) that align with your stated needs	10 / 10
Indicate what the sales consultant initially said when making recommendations:	He recommended the GMC Sierra due to the room in the back and in the truck bed.	
Primary vehicle associate recommended:	GMC Sierra	
DESCRIBES VEHICLE FEATURES(6-Point Walkaround)	<input checked="" type="radio"/> Presents and explains vehicle features AND uses language, tone and gestures that demonstrates his/her excitement to share them with you <input type="radio"/> Presents and explains vehicle features BUT does NOT seem excited to share them with you <input type="radio"/> Does NOT present or explain vehicle features	20 / 20
Indicate the vehicle features that were promoted:	<input checked="" type="checkbox"/> Driving Performance (speed, smooth drive) <input checked="" type="checkbox"/> Attractiveness (Look / Design) <input checked="" type="checkbox"/> Fuel Economy <input type="checkbox"/> OnStar 4G LTE (Wi-Fi hotspot) <input type="checkbox"/> Mobile Apps <input checked="" type="checkbox"/> Bluetooth Connectivity <input type="checkbox"/> GPS <input type="checkbox"/> Safety Features <input type="checkbox"/> Warranty / Roadside Assistance <input checked="" type="checkbox"/> Pricing (Rebates / Incentives / Special Offers, etc.) <input type="checkbox"/> Other	
DESCRIBES OPTIONS / PACKAGES	<input checked="" type="radio"/> Describes additional vehicle options (e.g. leather interior, upgraded stereo, heated seats) AND explains how they can enhance your ownership experience <input type="radio"/> Describes additional vehicle options BUT does NOT explain how they can enhance your ownership experience <input type="radio"/> Does NOT describe additional vehicle options	10 / 10
INTRODUCES SERVICE DEPARTMENT BENEFITS	<input checked="" type="radio"/> Promotes the advantages of Buick GMC Certified Service department (e.g. lounge amenities, transportation options, convenient hours, expert technicians, warranty service, etc.) AND provides additional information/explains how they would benefit you <input type="radio"/> Mentions benefits of Buick GMC Certified Service department but does not explain or provide additional information about them <input type="radio"/> Does not mention benefits of Buick GMC Certified Service department	10 / 10

Andrew asked if I had any type of preferences for my new vehicle. I told him I would prefer a vehicle with cloth seats and one that could tow. He asked if there was a weight requirement to tow. I then told Andrew that we would like a vehicle that could hold other passengers in the back, so he suggested that we look at a truck with a crew cab with a longer truck bed. He did not rush my interaction and he really took the time to determine what my needs were in a new vehicle.

Andrew told me that there was a GMC Sierra SLE available in the showroom for me to take a look at today. He told me that the SLE package would offer some nicer features, such as Bluetooth, power windows and doors, and a back up camera. He mentioned that there were rebates available on that particular model. He then said that some vehicles also had an option for heated cloth seats that would come in handy for the winter time. He pointed out the LED lights in the bed of the truck that help with night driving. Andrew was very positive and upbeat as he spoke to me about the vehicle. He seemed very enthusiastic about all of its features.

Andrew told me that they did offer different options for servicing the vehicle. He told me that they offered loaner vehicles that could be used while my vehicle was being repaired, and that he would be able to send a car out to pick me up if necessary. He told me that if I was to purchase the vehicle, I would qualify for some different types of pricing depending on the rebates and if I had a vehicle to trade in. He did not mention the options for leasing a vehicle.

Andrew mentioned several times during our conversation that Coffman Truck Sales was a family-owned business and that they took pride in treating their customers well. He seemed genuinely interested in helping me find the right vehicle for my family and he wanted to earn my business as a lifelong customer.

**CONSULTATION & VEHICLE PRESENTATION**

**CATEGORY SCORE: 100%**

INDICATE WHICH BENEFITS WERE INTRODUCED	<input type="checkbox"/> Lounge Amenities <input checked="" type="checkbox"/> Transportation Options <input type="checkbox"/> Convenient Hours <input type="checkbox"/> Expert Technicians <input type="checkbox"/> Warranty Service <input type="checkbox"/> Other	
EXPLAINS FINANCE AND LEASE OPTIONS	<input type="radio"/> Explains both financing and leasing options and the differences between the options <input checked="" type="radio"/> Mentions either financing OR leasing options BUT does NOT explain the differences between the options <input type="radio"/> Does NOT mention or explain either financing or leasing options	
COMMUNICATES IN A LANGUAGE YOU UNDERSTAND	<input checked="" type="radio"/> Speaks in a language you understand (avoids jargon and doesn't talk over or under your level of expertise) <input type="radio"/> Mostly speaks in a language you understand (occasionally uses jargon or talks over / under your level of expertise) <input type="radio"/> Frequently speaks over or under your level of expertise and/or uses too much jargon	10 / 10
ESTABLISHES TRUST	<input checked="" type="radio"/> Impresses you as honest and trustworthy AND conveys that he/she is only concerned with making sure your needs are met rather than just attempting to sell you a vehicle right away <input type="radio"/> Impresses you as honest and trustworthy BUT seems to focus more on attempting to sell you a vehicle right away <input type="radio"/> Does NOT impress you as honest and trustworthy OR seems to focus more on selling you a vehicle right away than meeting your needs	10 / 10
PROJECTS A POSITIVE ATTITUDE	<input checked="" type="radio"/> Seems to sincerely enjoy assisting you - uses tone (volume and inflection) AND gestures to convey positive energy <input type="radio"/> Pleasant and polite (e.g. uses minimal gestures and a positive, steady tone) <input type="radio"/> Appears to be going through the motions or seems disinterested	20 / 20

**VEHICLE DEMONSTRATION**

**CATEGORY SCORE: 50.0%**

EXTENDS INVITATION FOR TEST DRIVE	<input type="radio"/> Invites you to take a test drive AND explains the benefits of getting behind the wheel <input checked="" type="radio"/> Invites you to take a test drive BUT does NOT explain the benefits of getting behind the wheel <input type="radio"/> Does NOT invite you to take a test drive	5 / 10
Did the sales consultant offer to accompany you on the test drive / give you the choice to have him/her come with you?	Yes      No <input checked="" type="radio"/> <input type="radio"/>	
Did you take a test drive?	<input type="radio"/> Yes, I took a test drive and the sales consultant accompanied me <input type="radio"/> Yes, I took a test drive but the sales consultant did NOT accompany me <input checked="" type="radio"/> No, I did not take a test drive	
Did you get in the vehicle at some point?(if you did not take a test drive)	<input type="radio"/> Yes, the associate encouraged me to sit in the vehicle (in the showroom or the lot) before I asked <input checked="" type="radio"/> Yes, but only after I asked to sit in the vehicle <input type="radio"/> No, I did not sit behind the wheel	

After showing me the GMC Sierra in the showroom, he offered to show me another vehicle that did not have as many of the upgrades as the one in the showroom. Andrew asked if I would like to test drive the vehicle, but I declined.

**CLOSING PROCESSES**

**CATEGORY SCORE: 94.5%**

ENCOURAGES THE PURCHASE	<input checked="" type="radio"/> Asked for the sale in a way that was comfortable/natural <input type="radio"/> Asked for the sale in a way that was somewhat pushy, awkward, or out of place <input type="radio"/> Did NOT ask for the sale	10 / 10
What did the sales consultant say when he/she discussed purchasing?	Andrew asked what my price range was and when was I looking to make a decision.	
RESPECTFULLY HANDLES OBJECTION (when you told the sales consultant you were not ready to purchase)	<input checked="" type="radio"/> Reacted with a positive attitude (maintained friendly voice, didn't criticize) AND gives you a reason to come back when you're ready to purchase <input type="radio"/> Reacted with a positive attitude, BUT did NOT give you a reason to come back when you're ready to purchase <input type="radio"/> Does NOT react with a positive attitude	20 / 20
PROVIDES TAKEAWAY MATERIAL(S)	<input checked="" type="radio"/> Provides some type of documentation to take home (e.g. pricing worksheet, quote, brochure, etc.) on the vehicle AND explains the documentation (e.g. describes pricing details) <input type="radio"/> Provides some type of documentation on the vehicle BUT does NOT explain it <input type="radio"/> Does NOT provide any documentation on the vehicle	10 / 10
OFFERS FUTURE ASSISTANCE	<input checked="" type="radio"/> Encourages you to contact him/her with questions (e.g. "Don't hesitate to call if you have any other questions") AND invites you to come back in the future (e.g. "I hope to see you soon") <input type="radio"/> Encourages you to contact him/her with questions OR invites you to come back in the future <input type="radio"/> Does NOT encourage you to contact him/her with questions and does not invite you to come back in the future	10 / 10
ASKS TO FOLLOW-UP	<input type="radio"/> Asks permission to contact you / follow-up AND provides business card before being asked for one <input type="radio"/> Asks permission to follow up with you (only) <input checked="" type="radio"/> Provides business card BEFORE being asked (only) <input type="radio"/> Does NOT ask permission to follow up and AND does NOT provide business card before being asked for one	4 / 10
Did the sales consultant ask for your preferred contact method? (i.e. phone, email, text)	Yes <input type="radio"/> No <input checked="" type="radio"/>	
CHECKS FOR SATISFACTION	<input checked="" type="radio"/> Checks for satisfaction (e.g. "Are there any other questions I can answer for you?") AND offers additional assistance if appropriate <input type="radio"/> Checks for satisfaction OR offers additional assistance if appropriate <input type="radio"/> Does NOT check for satisfaction OR offer additional assistance if appropriate	20 / 20
EXPRESSES APPRECIATION	<input checked="" type="radio"/> Sincerely thanks you for visiting AND extends a warm parting remark (e.g. "Thank you so much for your time today. It was a real pleasure to meet you.") <input type="radio"/> Sincerely thanks you for visiting OR extends a warm parting remark <input type="radio"/> Thanks you insincerely or not at all OR does not extend a warm parting remark	20 / 20
YOUR TIME IS VALUED	<input checked="" type="radio"/> All processes (initial contact, vehicle presentation, test drive, etc.) are simple and hassle-free -- you feel your time is valued and respected <input type="radio"/> Most processes are simple and hassle-free <input type="radio"/> Most or all processes are NOT simple or hassle-free -- you feel your time is NOT valued and respected	10 / 10

Andrew gave me a printed price sheet for the GMC Sierra as well as other vehicles that offered different pricing and packaging options. He told me to take a look at those and determine which vehicle was right for my family. Andrew then pointed out the pricing on the vehicle and how the price changed whether or not the rebates were included.

Andrew handed me the pricing sheets with his business card already stapled to the top. He told me to contact him when I was ready to make a purchase.

Andrew asked if I had any other questions or if there was anything he could do for me before I left. He thanked me for coming in and offered me a handshake.

**DEALERSHIP FACILITIES**

**CATEGORY SCORE: 92.9%**

EXTERIOR		
DIRECTIONAL SIGNAGE	<input checked="" type="radio"/> Signage identifying key guest areas (parking, entrances, Service Department, Parts Department, guest lounge, etc.) is visible and clear / you know exactly where to go <input type="radio"/> Signage identifying key guest areas is visible but you are not sure exactly where to go / how to proceed <input type="radio"/> There is no visible signage identifying key guest areas	10 / 10
BUILDING EXTERIOR (building design / architecture, landscaping, entryway, etc.)	<input checked="" type="radio"/> The exterior of the dealership is exceptional – it impressed you and made an excellent initial impression before entering the dealership (i.e. modern, eye-catching and inviting - draws your attention when driving by) <input type="radio"/> The exterior of the dealership is satisfactory, but did not enhance your initial impression of the dealership before entering <input type="radio"/> The exterior of the dealership is somewhat unsatisfactory – it detracted from your initial impression of the dealership before entering (i.e. fell short in one or more areas – outdated, not well maintained, etc.)	10 / 10
INTERIOR		
INTERIOR DESIGN & AMBIANCE (lighting, displays, furnishings, layout, flooring, ceilings, music)	<input checked="" type="radio"/> The interior design/ambiance of the dealership is exceptional – it impressed you and enhanced your overall experience (i.e. made the visit more engaging or exciting, etc.) <input type="radio"/> The interior design/ambiance of the dealership was satisfactory, but did not enhance your overall experience (did not increase excitement or engagement) <input type="radio"/> The interior design/ambiance of the dealership is somewhat unsatisfactory - it detracted from your overall experience (i.e. fell short in one or more areas - dated appearance, poor lighting, etc.)	10 / 10
FACILITY CLEANLINESS	<input type="radio"/> All aspects of the dealership are impeccably clean and well maintained (vehicles, glass, fixtures, floors, walkways, furniture, lot, etc.) <input checked="" type="radio"/> One or more areas are in minor need of attention <input type="radio"/> One or more areas are in substantial need of attention	5 / 10
DEALERSHIP AMENITIES (select all you observed)	<input checked="" type="checkbox"/> Complimentary food / beverages <input checked="" type="checkbox"/> Big Screen TV(s) <input type="checkbox"/> Customer work area(s) <input checked="" type="checkbox"/> Café <input checked="" type="checkbox"/> Children's Area <input type="checkbox"/> Valet Parking <input type="checkbox"/> Other <input type="checkbox"/> None	
DEALERSHIP AMENITIES SATISFACTION	<input checked="" type="radio"/> Dealership amenities are exceptional - amenities provided impress you and enhance your visit in some way <input type="radio"/> Dealership amenities are sufficient - amenities provided meet your basic needs, but do not enhance your visit <input type="radio"/> Dealership amenities are insufficient - amenities provided do not meet your basic needs, and detract from your experience	
FRIENDLY ENVIRONMENT		
DEALERSHIP STAFF (Committed to Serve)	<input checked="" type="radio"/> Dealership staff you encounter seem to be collectively committed to serving the guest (i.e. all work with a sense of urgency, proactively smile / greet you if they pass, etc.) <input type="radio"/> Dealership staff you encounter are professional but do not go out of their way to enhance the experience (i.e. no proactive actions / communication) <input type="radio"/> Dealership staff you encounter do not appear to be working efficiently together or seem to put their needs before the Guest (i.e. team member(s) visibly on break, engaged in personal conversations, etc.)	30 / 30

The exterior of the dealership was exceptional. I could see the dealership's signs from down the road and the building's exterior was clean and attractive to customers. When I pulled in the dealership, plenty of parking was available and there were signs showing the different areas of the dealership.

The interior of the dealership was well-laid out and did not seem too cluttered with vehicles. It was very easy to move around in. There were several footprint marks all over the floor from the salt and snow, but they did have mops from the parts department placed next to the door for cleanup. There was a cafe in the back, and I noticed other customers taking advantage of the big screen TV in the lounge area. The coloring books and colored pencils on the table offered entertainment for small children. I was impressed that they had something to offer for a wide variety of customers.

The dealership staff were all polite and professional. Some greeted me while others offered a smile as they walked by. One staff member held the door open for me as I entered the dealership and another one asked me if I wanted a treat in the cafe area. Everyone seemed to be happy to assist me in any way possible.

## OVERALL CUSTOMER IMPRESSIONS

### OVERALL EXPERIENCE

How would you describe your OVERALL EXPERIENCE today?	<input checked="" type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
BEST INTERESTS IN MIND: Did you feel that the service consultant genuinely had your best interests in mind?	<input checked="" type="radio"/> Definitely Did <input type="radio"/> Probably Did <input type="radio"/> Might or Might Not Have <input type="radio"/> Probably Did Not <input type="radio"/> Definitely Did Not	
How would you describe the Sales Consultant's overall EXPERTISE regarding the dealership's products & services?	<input checked="" type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
Based on your experience with this dealership, how likely would you be to REFER a friend or family member who was in the market for a new vehicle?	<input checked="" type="radio"/> Definitely Would <input type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
RETURN INTENT: Based on your experience with this dealership, how likely would you be to RETURN for future vehicle purchase needs (assuming you were considering purchasing a Buick or GMC)?	<input checked="" type="radio"/> Definitely Would <input type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
How would you describe your overall impression of the dealership facility?	<input checked="" type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
Reasons for NOT returning:	<input type="checkbox"/> High Pressure to Purchase <input type="checkbox"/> Staff Attitude / Friendliness <input type="checkbox"/> Staff Product Knowledge <input type="checkbox"/> Vehicle Inventory <input type="checkbox"/> Dealership Facility <input type="checkbox"/> Convenience (hours, appointment setting, etc.) <input type="checkbox"/> Other	
<b>BEYOND THE BASICS</b>		
Did your experience with Buick GMC exceed your expectations?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Please explain:	I was very impressed with everyone that I met at the dealership. I felt like they truly wanted to make my experience a great one without pressuring me to make a purchase on the spot. I would definitely return to this dealership for my next vehicle purchase.	

My overall experience was a great one. Andrew was very knowledgeable on all of the vehicle information and he seemed to want to sell me a vehicle that had all of the features my family needed, without trying to sell me on extra features that I would not use. I felt like I was not being pushed to purchase a vehicle right away. I felt that I would receive the same treatment should I return to purchase a vehicle in the future.

#### What you liked most:

From the minute I entered the dealership, I felt very welcome. The staff seemed to be enjoying their jobs, and everyone I encountered was very polite and professional. Andrew was very knowledgeable about the vehicles and answered all of my questions right away. I liked how he emphasized the family-owned business and how they wanted to make my car buying experience with them an exceptional one.

#### What could be improved:

I thought that the floors needed to be cleaned up a little.