



GMC

SALES MYSTERY SHOP: IN-DEALER (WALK-IN)

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

Shop Details Shop Month: SEPTEMBER 2015
 Shop Week: Week of 9/27 - 10/3/15
 Shop ID: 3533935 CHVS3
 Visit Length: 26 minutes

Shop Score
95.7%

GREETING

CATEGORY SCORE: 90.9%

Jason Dulaney Age: 36 - 40 Gender: M Height: 5'6 - 5'7 Hair: Black

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 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 checked="" type="radio"/> Other | |
| TRANSITION METHOD: How were you introduced to the sales consultant? | <input checked="" type="radio"/> I was escorted and introduced to a sales consultant <input type="radio"/> I was escorted to a sales consultant but NOT introduced <input type="radio"/> I was pointed in the direction of a sales consultant/the sales department <input type="radio"/> I was told to wait and someone would come help me <input type="radio"/> I was not transitioned or directed to a sales consultant at all | 10 / 10 |
| TRANSITION TIMING: How long was it from the time the first employee acknowledged you until you were introduced to the sales consultant? | <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 |
| 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 <input checked="" type="radio"/> No <input type="radio"/> | 10 / 10 |
| PROFESSIONAL APPEARANCE | <input 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 checked="" type="radio"/> Appears unprofessional and/or poorly groomed | 0 / 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 |

The manager greeted me and asked how he could help me. He told me he would call one of his sales associates over to help me.

Jason was very engaging, as he smiled broadly and made good eye contact. He showed great enthusiasm in greeting me. His clothes were clean, but they seemed to be unprofessional and casual.

Jason asked me personal questions in a way that conveyed real interest. He was very friendly, outgoing, and personable. He smiled and made consistent eye contact throughout the interaction.

GREETING **CATEGORY SCORE: 90.9%**

| | | |
|------------------------------|---|---------|
| 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 |
|------------------------------|---|---------|

CONSULTATION & VEHICLE PRESENTATION **CATEGORY SCORE: 100%**

Jason Dulaney Age: 36 - 40 Gender: M Height: 5'6 - 5'7 Hair: Black

A TARGETED CONSULTATION

| | | |
|--|--|---------|
| ASKS ABOUT THE SHOPPING PROCESS YOU'VE BEEN THROUGH SO FAR (been to other dealers, looked online, seen ads, etc) | Yes No <input checked="" type="radio"/> <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? | "I need decent interior size and the ability to attach a roof rack." | |

Jason did ask me what other vehicles I had already looked at. He asked appropriate questions to determine how I planned to use the vehicle and what was important to me in terms of features. I felt like he was paying very close attention to everything I was saying.

Jason told me the differences between the different trim levels. He highlighted about a dozen different features of the vehicle, as we looked at it. He answered any specific questions I asked him.

Jason brought up the convenience of their service department. Pricing was described, but he did not bring up financing or leasing in the conversation. He spoke to me in very clear terms.

Jason was very engaging, and he seemed honest and transparent. He projected a positive, energetic attitude.

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: | "Have you checked out either the Canyon or the Sierra?" | |
| 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 type="checkbox"/> Fuel Economy <input checked="" type="checkbox"/> OnStar 4G LTE (Wi-Fi hotspot) <input checked="" type="checkbox"/> Mobile Apps <input checked="" type="checkbox"/> Bluetooth Connectivity <input checked="" type="checkbox"/> GPS / In-vehicle navigation <input type="checkbox"/> Safety Features | |
| Indicate the vehicle features that were promoted (continued): | <input checked="" type="checkbox"/> Warranty: Bumper-to-Bumper <input type="checkbox"/> Warranty: Roadside Assistance <input checked="" type="checkbox"/> Warranty: Included Routine Maintenance Services <input checked="" type="checkbox"/> Pricing (Rebates / Incentives / Special Offers, etc.) <input type="checkbox"/> Other | |
| Indicate if the consultant did any of the following: (select all that apply) | <input type="checkbox"/> Demonstrate the RemoteLink Mobile App (the salesperson MUST use cell or tablet to demo Remote Start, Door Unlock or Vehicle Locate features) <input type="checkbox"/> Demonstrate in-vehicle WiFi (the salesperson MUST show the Wi-Fi SSID and password) <input type="checkbox"/> Demonstrate Voice-Recognition features (must demo Radio control, Bluetooth or 'Hands-free push to talk'—salesperson may pair his/her own phone or your phone to demo) <input checked="" type="checkbox"/> None of the above | |

CONSULTATION & VEHICLE PRESENTATION

CATEGORY SCORE: 100%

| | | |
|---|--|----------------|
| <p>How thoroughly did the salesperson describe advantages of new OnStar 4G LTE version? (faster, Wi-Fi Hotspot, etc.)</p> | <ul style="list-style-type: none"> <input checked="" type="radio"/> Very thoroughly (thorough explanation was provided, including several features and benefits) <input type="radio"/> Somewhat thoroughly (a brief explanation was provided, with just a feature or two mentioned) <input type="radio"/> Not thoroughly at all (salesperson was not knowledgeable and could not explain the features or benefits) | |
| <p>DESCRIBES OPTIONS / PACKAGES</p> | <ul style="list-style-type: none"> <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 | <p>10 / 10</p> |
| <p>INTRODUCES SERVICE DEPARTMENT BENEFITS</p> | <ul style="list-style-type: none"> <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 | <p>10 / 10</p> |
| <p>INDICATE WHICH BENEFITS WERE INTRODUCED</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Lounge Amenities <input checked="" type="checkbox"/> Transportation Options <input checked="" type="checkbox"/> Convenient Hours <input checked="" type="checkbox"/> Expert Technicians <input checked="" type="checkbox"/> Warranty Service <input type="checkbox"/> Other | |
| <p>EXPLAINS FINANCE AND LEASE OPTIONS</p> | <ul style="list-style-type: none"> <input type="radio"/> Explains both financing and leasing options and the differences between the options <input type="radio"/> Mentions either financing OR leasing options BUT does NOT explain the differences between the options <input checked="" type="radio"/> Does NOT mention or explain either financing or leasing options | |
| <p>COMMUNICATES IN A LANGUAGE YOU UNDERSTAND</p> | <ul style="list-style-type: none"> <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 | <p>10 / 10</p> |
| <p>ESTABLISHES TRUST</p> | <ul style="list-style-type: none"> <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 | <p>10 / 10</p> |
| <p>PROJECTS A POSITIVE ATTITUDE</p> | <ul style="list-style-type: none"> <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 | <p>20 / 20</p> |

VEHICLE DEMONSTRATION

CATEGORY SCORE: 100%

| | | |
|---|---|----------------|
| <p>EXTENDS INVITATION FOR TEST DRIVE</p> | <ul style="list-style-type: none"> <input checked="" type="radio"/> Invites you to take a test drive AND explains the benefits of getting behind the wheel <input 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 | <p>10 / 10</p> |
| <p>Did the sales consultant offer to accompany you on the test drive / give you the choice to have him/her come with you?</p> | <p>Yes No</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> <input type="radio"/> | |
| <p>Did you take a test drive?</p> | <ul style="list-style-type: none"> <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 | |
| <p>Did you get in the vehicle at some point?(if you did not take a test drive)</p> | <ul style="list-style-type: none"> <input checked="" type="radio"/> Yes, the associate encouraged me to sit in the vehicle (in the showroom or the lot) before I asked <input type="radio"/> Yes, but only after I asked to sit in the vehicle <input type="radio"/> No, I did not sit behind the wheel | |

Jason asked if I wanted to drive the vehicle. I declined, but we both got inside more than one model.

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? | Jason presented the pricing information to me. | |
| 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 |

I told Jason I would need to think about it a little bit, and discuss the numbers with my spouse. He was very accepting of my decision. He printed out a vehicle build-sheet, and he went over the starting and ending numbers with me.

Jason did provide me with a business card. He also enthusiastically encouraged me to contact him with any questions.

Before I left, Jason asked if there was anything else he could do for me. He also thanked me sincerely for coming in, and said he looked forward to helping me again.

LEVERAGING TECHNOLOGY

TABLET USAGE

| | | |
|---|--|--|
| Did the sales associate use a mobile device at any point during the sales experience? (e.g. tablet or smartphone, etc.) | Yes <input type="radio"/> No <input checked="" type="radio"/> | |
| During the pricing, how were pricing figures communicated to you? | <input type="checkbox"/> Computer / Tablet <input checked="" type="checkbox"/> Computer printout <input checked="" type="checkbox"/> Verbal Quote <input checked="" type="checkbox"/> Handwritten Figures | |

| 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 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 checked="" 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.) | 8 / 10 |
| FACILITY CLEANLINESS | <input checked="" type="radio"/> All aspects of the dealership are impeccably clean and well maintained (vehicles, glass, fixtures, floors, walkways, furniture, lot, etc.) <input 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 | 10 / 10 |
| DEALERSHIP AMENITIES (select all you observed) | <input type="checkbox"/> Complimentary food / beverages <input type="checkbox"/> Big Screen TV(s) <input checked="" type="checkbox"/> Customer work area(s) <input type="checkbox"/> Café <input type="checkbox"/> Children's Area <input type="checkbox"/> Valet Parking <input type="checkbox"/> Other <input type="checkbox"/> None | |
| DEALERSHIP AMENITIES (select all you observed) | <input type="radio"/> Dealership amenities are exceptional - amenities provided impress you and enhance your visit in some way <input checked="" 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 signage was very clear, including several signs, and even arrows on the ground showing the way. The building itself had more of an industrial appearance, but it was still attractive.

The showroom seemed a bit small, but it was very clean and attractive. The offices were neat and professional.

Both the manager and the sales associate seemed eager to serve me. I felt like my business was important to them.

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 | |

BEYOND THE BASICS

| | | |
|--|--|--|
| 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 the features offered by the vehicle. | |

I feel like my business was very important to Jason, and that he would work hard to assist me. He helped me to find the vehicle I needed.

What you liked most:

I liked that Jason was very adept in explaining the pricing information for the vehicle.

What could be improved:

Jason's attire was a bit casual for the dealership.