

SECRET SHOPPING ON-DEMAND™

POWERED BY ABOUTFACE

www.secretshoppingondemand.com

New Home Development Telephone Evaluation

Loc #: [pick](#) Property Name: Address: Telephone:
 Date of Call: [pick](#) Time of Call: [pick](#) Name Used:
 Month Assigned: [Choose one] Quarter: Year: [Choose one]
 Date Ordered: Order Timeline: Drop Dead Date:

Telephone Experience Total:

Sales Consultant Total:

Sales Consultant's Name:

Bottom Line:

- Prof:
- Attitude:
- Knowledge:
- Sales:
- Consult:
- Visit:
- Expect:

VISIT TOTAL:

Shopper Name: Shopper Ranking: [Choose one] Link:
 Jr. Editor: Jr. Status: [Choose one] Jr. Completion Date: [pick](#) Jr. Editor Ranking: [Choose one]
 Sr Editor: Sr. Status: [Choose one] Sr. Completion Date: [pick](#) Sr. Editor Ranking: [Choose one]
 QC: QC Date: [pick](#) 48 Hr Date: [pick](#) 48 Hr Comment:
 Deduct: Deduct Purchase Reimburse

| | | |
|----------|----------|------------------------------|
| Explain: | Amt: | Amt: |
| Jr. Fee: | Sr. Fee: | PM Fee: <input type="text"/> |

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To log back in to Secret Shopping On-Demand™ to review your account or place another order, simply go to www.secretshoppingondemand.com and click the "Back for More?" button. You will be prompted to enter your email address and the password you set up when you created your account.



SCORING CRITERIA:

Yes = 20, No = 0
 Yes = 15, No = 0
 Yes = 10, No = 0

N/A = Both the actual and the possible points are thrown out, so as not to adversely affect the total score.

Shopper Scenario

This section contains general information about the scenario you presented.

1. Type of Buyer?

2. Price Range:

3. Reason for purchase:

4. Buyer "Must Haves" (To select multiple options, hold the CTRL key while selecting):

[Select all that apply]

- # Bathrooms
- # Bedrooms
- 2-Car Garage
- 4-Car Garage
- Active Neighborhood
- Big Yard
- Fireplace
- Master on Main
- Kid-Friendly
- Pet-Friendly
- Office
- Pool
- Price
- School District
- Small Yard
- Split Level
- Walking Distance to xxx
- N/A

Shopper presented as:

Please describe the scenario you presented:

TELEPHONE EXPERIENCE

This section evaluates the location's telephone system and receptionist. The purpose of the exchange is to determine if the customer felt welcome.

TE

1. TELEPHONE SYSTEM: Did the telephone system work effectively? NA Yes No

Receptionist's Name (if provided):

2. RECEPTIONIST: Was your call answered:

A. Promptly? (Please choose the number of rings before it was answered.) [Choose one]

B. Professionally? NA Yes No

3. HOLD TIME: If you were placed on hold or routed to voice mail, did the receptionist ask permission before doing so? NA Yes No

Please explain your answers to all questions in this section:

SALES CONSULTANT

This section evaluates the sales consultant's interaction with the customer. The purpose of the exchange is to determine if the sales consultant provided enough information to entice the customer to visit the location.

Professionalism

Sales Consultant's Name:

1. PROMPTNESS: Did the sales consultant promptly answer your call? (Please choose the number of rings before your call was answered.) [Choose one]

2. GREETING: Did the sales consultant:

A. Greet you professionally? NA Yes No

B. Use a pleasant tone of voice? NA Yes No

3. NAME USAGE: Did the sales consultant:

A. Introduce him/herself? NA Yes No

B. Obtain your name and use it during the call? NA Yes No

C. Overuse your name? NA Yes No

4. HOLD TIME: If you were placed on hold or routed to voice mail, did the sales consultant ask permission before doing so? NA Yes No

Please explain your answers to all questions in this section:

Attitude

1. RAPPORT: Did the sales consultant build rapport/make a connection during the call? NA Yes No

SHOPPER: Rapport means beginning to make a true and trustworthy connection, human-to-human during an interaction. Please take into consideration the amount of time you spoke with the sales consultant when answering this question. For example, if your call was short, the sales consultant would probably not be able to build as much rapport as he/she would if the call lasted for 20 minutes or more.

2. APPRECIATION: Did the sales consultant show appreciation for your call? NA Yes No

Please explain your answers to all questions in this section:

Knowledge

1. CONFIDENCE: Was the sales consultant able to answer all your questions? NA Yes No

Please explain your answer:

Salesmanship

1. NEEDS ASSESSMENT: Did the sales consultant ask good open-ended and leading questions designed to: (NOTE: Any two YES answers gets the full 20

points.)

- A. Determine the main reason you were considering a move? NA Yes No
- B. Determine if you had been referred or how you heard about the community? NA Yes No
- C. Determine how long you had been looking for a new home? NA Yes No
- D. Determine your current housing situation? NA Yes No
- E. Determine your time frame for purchasing a home? NA Yes No
- F. Ask what you would change about your current home? NA Yes No
- G. Ask what particular features you were looking for in a home? NA Yes No
- 2. URGENCY: Did the sales consultant include a bit of information designed to encourage you to want to visit the community sooner rather than later? NA Yes No
- 3. DOMINANT OWNING MOTIVE: Was the sales consultant adept at finding your reasons for owning a home (owning motivation)? NA Yes No
- 4. LISTENING SKILLS: Did the sales consultant listen attentively to you? NA Yes No
- 5. FORWARD SALE: Did the sales consultant:
 - A. Attempt to set an appointment with a sales consultant at the community? NA Yes No
 - B. Attempt to set a call for a later date? NA Yes No

Please explain your answers to all questions in this section:

BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the customer's experience.

BL

- 1. Choose one word to describe your sales consultant:
- 2. Based on your call with this sales consultant, would you visit the community? NA Yes No
- 3. Did this experience meet or exceed your expectations?
- 4. What could this salesperson do to make the experience better?

Additional Comments

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?
- If you have any questions, concerning making this shop the best, please e-mail your question / concern to qualitycontrol@aboutfacecorp.com.
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.

Internal Information

- 1. Wow - Choose YES if the service at this location stood out as so exemplary that

someone high-up must be told about it. Briefly describe why here.

Briefly describe why here:

- 2. Risk - Check this box if something so off the wall happened that someone high-up must be told about it.

Briefly describe why here:

- 3. Unusual Circumstances - Check this box if something odd happened with scheduling that needs to be understood by the AboutFace team:

Briefly describe why here:

A. Scheduling:

B. Payments:

i. Bonus Pay?

\$

ii. Payment Split:

1. How Much?

\$

2. With Whom?

a. Shopper's Name:

b. Shopper's Email:

iii. Deduction:

\$

Briefly describe why here:

iv. Typing:

a. Typist's Initials:

C. Editing:

Briefly explain why here.