

# A B U T F A C E

## Vehicle Sales Telephone

Business Name: [pick](#) Location Name: Address: Telephone:  
 Date of Shop: [pick](#) Time of Shop: [pick](#)  
 Month: [Choose one] Quarter: Year: [Choose one]  
 Order Date: Order Timeline: Drop dead:

**Telephone Total:**  
**Sales Exp Total:**

**Telephone Rep:**

**Sales Rep:**  
 Prof:  
 Attitude:  
 Knowledge:  
 Sales:

**Bottom Line:**

Exp:  
 Expect:

### VISIT TOTAL:

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

# A B U T F A C E

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### SCORING CRITERIA:

0-10: 0-1=Poor, 2-3=Below Average, 4-6=Average, 7-8=Above Average, 9-10=Excellent

Yes = 10, No = 0

Yes = 5, No = 0

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

### Attachments

Please attach your call here if it was a recorded call. Thank you!

<Your file attachment control will be placed

here. ID='Q\_1401'  
htmlolther='onchange="fileUploadOnChange  
(this);" '>  
<Your file attachment  
control will be placed  
here. ID='Q\_1402'  
htmlolther='onchange="fileUploadOnChange  
(this);" '>

### Shopper Scenario

This section contains general information about the scenario you presented.

1. Type of buyer:
2. Dominant buying motive:   
Adventure  
Freedom  
Fun  
Price  
Reliability  
Safety  
Status  
Value

SHOPPER: To select multiple answers, hold down CTRL while clicking your choices.

3. List two features that you MUST HAVE in this vehicle:

SHOPPER: For example, if your assigned vehicle was automobile, the must-haves you select might be "sports car" and "red."

Please describe the scenario you presented:

### TELEPHONE EXPERIENCE

This section evaluates the dealership's telephone system and assesses whether the telephone representative made you feel welcome.

### TE

1. URGENCY: Was your call answered promptly? (Please choose the number of rings.)
2. QUALITY OF GREETING: Did the telephone representative:  
A. Impress you as upbeat, friendly and professional?  NA  Yes  No  
B. Come across as personable?  NA  Yes  No
3. APPRECIATION: Did he/she thank you or offer any remark of appreciation at the end of the call?  NA  Yes  No  
SHOPPER: If the telephone representative was the same person as the sales representative, answer question 3 N/A.
4. TELEPHONE SYSTEM: Did the telephone system work effectively?  NA  Yes  No
5. FIRST IMPRESSION: Based upon your interaction with the telephone representative, would you want to visit this dealership?  NA  Yes  No

Please explain this section's answers here:

### SALES EXPERIENCE

This section assesses your experience with the sales representative in terms of professionalism, attitude, knowledge and salesmanship. The sales representative should provide enough information to entice you to visit the dealership.

**SR**

Was the sales representative the same person as the telephone representative?  NA  Yes  No

Sales Representative's Name: \_\_\_\_\_

EDITOR: If Yes, question 3 in the Telephone Experience section and question 1 in this section should be answered N/A.

**Professionalism**

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

SHOPPER: If the sales representative was the same person as the telephone representative, answer question 1 N/A.

2. WAIT: If the sales representative was not immediately available, was your wait handled in a professional manner?  NA  Yes  No

2. NAME USAGE: Did the sales representative:

A. Introduce him/herself?  NA  Yes  No

B. Ask for your name?  NA  Yes  No

C. Use your name throughout the visit?  NA  Yes  No

D. Overuse your name? (Remove points for unsophisticated, overuse of name)  NA  Yes  No

3. ATTENTIVE: Did the sales representative seem attentive and focused throughout the call?  NA  Yes  No

Please explain this section's answers here:

4. COMMUNICATION: Did the sales representative:  
A. Use clear, concise words and fluid sentences?  NA  Yes  No

B. Use professional, courteous language at all times?  NA  Yes  No

SHOPPER: Consider grammar, courteous phrases, verbal inflection and tone as you answer.

5. HOLD PROTOCOL: If you were placed on hold at any time during your call, did the sales representative:  
A. Ask first if you would hold?  NA  Yes  No

B. Return from hold in a timely manner (i.e., in less than one minute)?  NA  Yes  No

Please explain this section's answers here:

**Attitude**

1. GREETING: Did the sales representative greet you in an enthusiastic and engaging manner?  NA  Yes  No

2. RAPPORT: Did the sales representative build rapport/make a connection during your call?  NA  Yes  No

SHOPPER: Rapport in business is defined as "making at least one statement/divergence having nothing to do with the sale or transaction in order to connect on a more human and personal level." Caution: Appropriate topics only.

3. APPRECIATION: Did he/she show sincere appreciation for your call?  NA  Yes  No

Please explain this section's answers here:

**Knowledge**

1. LIFESTYLE: Please rate the sales representative in terms of his/her depth of knowledge when answering questions and when educating you about the lifestyle you would be afforded if you purchased this vehicle. [Choose one]
2. OVERLOAD: Did he/she walk that delicate balance between not giving enough information and giving you too much information, thus overwhelming you?  NA  Yes  No
3. DILIGENCE: If the sales representative was uncertain of how to answer a question did he/she attempt to locate the information you needed?  NA  Yes  No

Please explain this section's answers here:

### Salesmanship

1. NEEDS ASSESSMENT: Did the sales representative ask any of the following open/probing questions in order to assess your needs: (NOTE: Any three YES answers gets the full 10 points.)
- A. Who will use this vehicle?  NA  Yes  No
- B. How will you use this vehicle?  NA  Yes  No
- C. When will you use this vehicle?  NA  Yes  No
- D. What specific options are you looking for?  NA  Yes  No
- E. Have you ever had a vehicle like this before?  NA  Yes  No
- F. Are you interested in a new versus a used vehicle?  NA  Yes  No

Please explain your answer here:

2. LISTENING SKILLS: Did he/she:
- A. Actively listen to your answers to his/her questions?  NA  Yes  No
- B. Ask appropriate follow-up questions?  NA  Yes  No

Please explain your answer here:

3. FEATURES AND BENEFITS: Did the sales representative:
- A. Address features and benefits of the vehicle that would enhance your lifestyle?  NA  Yes  No
- B. Discuss the features of this vehicle that distinguish it from competitors' vehicles?  NA  Yes  No

Please explain your answer here:

4. FOCUS: Based upon your stated requirements, did the sales representative:
- A. Direct you to models that met your needs?  NA  Yes  No
- B. Focus and narrow your choices?  NA  Yes  No

Please explain your answer here:

5. INVITATION: At any time during the call, did the sales representative invite you to visit the dealership?  NA  Yes  No

Please explain your answer here:

6. FORWARDING THE SALE: Did the sales representative: (NOTE: A YES answer to any one question gets the full 10 points.)
- A. Ask if you would like to leave a deposit?  NA  Yes  No
- B. Ask if you wanted to set a future appointment?  NA  Yes  No
- C. Attempt to forward or close the sale in any way?  NA  Yes  No

Please explain your answer here:

7. CONTACT INFORMATION: Did the sales representative attempt to get your contact information:
- A. Telephone number?  NA  Yes  No
- B. Address?  NA  Yes  No
- C. E-mail address?  NA  Yes  No

Please explain your answer here:

8. RED FLAGS: At any point in the interaction, did the sales representative: (NOTE: If any of the following is chosen, 20 points will be deducted.)
- A. Almost lose you?  NA  Yes  No
- B. Make an error in direction?  NA  Yes  No
- C. Ever discredit him / herself?  NA  Yes  No
- D. Ever make you feel oversold?  NA  Yes  No
- E. Ever make you feel undersold?  NA  Yes  No
- F. Use clichés or poor, overused tactics?  NA  Yes  No
- G. Ever seem disingenuous?  NA  Yes  No
- H. Ever miss important indicators or red flags you gave during your visit?  NA  Yes  No

Please explain your answer here:

9. FOLLOW-UP: Did you receive any kind of follow-up from the sales representative within 72 hours after your call?  NA  Yes  No

SHOPPER: Do not wait for follow-up to submit your evaluation. If you have received no follow-up by the time you submit your evaluation, answer this question NO. If you receive follow-up within 72 hours (3 days) after submitting your evaluation, please email your project manager to report it.

### BOTTOM LINE

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

- BL**
1. Choose one word to describe:
- A. Your telephone experience:
- B. Your sales representative:
2. If you were really in the market for a vehicle, would you buy from this sales representative?  NA  Yes  No
3. Would you say this experience met or exceeded your expectations? [Choose one]
- Why or why not?

4. What could this dealer 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.

**CUSTOM QUESTIONS**

This section contains questions that are unique to this shop.

**CQ**

1. CUSTOM QUESTION #1: Was a Custom Question #1 listed for this shop at the above website?  NA  Yes  No

Please type Custom Question #1 here:

Please answer Custom Question #1 here:

2. CUSTOM QUESTION #2: Was a Custom Question #2 listed for this shop at the above website?  NA  Yes  No

Please type Custom Question #2 here:

Please answer Custom Question #2 here:

3. CUSTOM QUESTION #3: Was a Custom Question #3 listed for this shop at the above website?  NA  Yes  No

Please type Custom Question #3 here:

Please answer Custom Question #3 here:

4. CUSTOM QUESTION #4: Was a Custom Question #4 listed for this shop at the above website?  NA  Yes  No

Please type Custom Question #4 here:

Please answer Custom Question #4 here:

5. CUSTOM QUESTION #5: Was a Custom Question #5 listed for this shop at the above website?  NA  Yes  No

Please type Custom Question #5 here:

Please answer Custom Question #5 here:

### 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](mailto: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:

[Choose one]

a. Typist's Initials:

C. Editing:

[Choose]

Briefly explain why here.