



PERSON TO PERSON QUALITY

## Solutions for Auto Dealers

Are your salespeople consistently turning incoming phone leads into scheduled showroom appointments?

Which of your salespeople leverage their training and sales tools, and which ones just go through the motions? Which ones need more training?

How quickly does your staff respond to email and phone inquiries? How long are walk-in leads waiting for assistance?

How does the customer experience at your stores compare to that of your competitors?

These are just a few of the important questions that a mystery shopping program from Person to Person Quality can answer.

### WHAT WE DO and HOW WE ADD VALUE

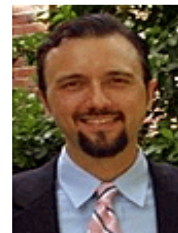
Person to Person Quality manages **mystery shopping programs, surveys, and custom market research projects** for manufacturers, dealer groups, and auto repair service providers and associations. We help you create and sustain a competitive advantage in sales and service quality, customer loyalty, and employee development, in an industry that often faces steep challenges in securing the trust of consumers.

Our customized mystery shopping programs provide valuable intelligence about what's happening on the frontlines of sales and service channels - on the phone, via email, or in the showroom or service department. Mystery shops are a valuable tool for sales and service employee training and development, competitive analysis, and evaluating compliance with company policies, industry regulations and best practices - all of which help our clients become more profitable and create long-term value.

- ❖ Walk-In Mystery Shops
- ❖ Internet + Showroom Shops
- ❖ Phone + Showroom Shops
- ❖ Call-Back Surveys and Customized Research Projects

*Person to Person Quality helps us ensure that our salespeople are effectively communicating our unique approach to selling cars to prospective customers who call, email, or visit our showrooms. The customized mystery shop reports we receive are a great training tool for managers to identify areas of improvement for the performance of our sales teams. That's why we've been working with Person to Person Quality since 2003.*

- **President of Maryland-based auto dealer group with 18 franchises in three states**



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## FACTS & FIGURES

- ✓ The closing ratio for first-time walk-in leads is between 12-15%
- ✓ The closing ratio for "be-backs" is between 35-50%
- ✓ The closing ratio of scheduled appointments is up to 50%
- ✓ 97% of the time a Sales Associate fails to set a definite appointment with an incoming call prospect
- ✓ 75% of incoming call prospects are never asked for their name by the Sales Associate
- ✓ 90% of incoming call prospects buy a vehicle within a week

**Our mystery shopping programs measure the key performance metrics affecting your closing ratios, and identify the people and processes that need improvement.**



### PERSON TO PERSON QUALITY

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## CASE STUDIES

### ✓ Situation

A dealer group with 20+ franchises in three states needed to: 1) evaluate how effectively its salespeople discuss the dealer's unique no-haggle pricing policy to prospective customers; 2) ensure compliance with the company's performance standards and policies; and 3) meet ISO 9001 certification requirements.

### ✓ Solution

Since 2004, PPQ has managed a comprehensive mystery shopping program to evaluate the performance of the sales associates and managers, and has delivered more than 2,500 mystery shop evaluations conducted at the client's stores in Maryland, Pennsylvania, and Florida.

### ✓ Results

Focus on customer experience has generated customer loyalty and earned the company sterling reputation and numerous consumer advocacy and business ethics awards. The group won an arbitration case in 2010, in large part because customers wrote hundreds of letters of support and many drove great distances to testify on our client's behalf.

### ✓ Situation

A top-35 dealer group selling eight makes across three states was concerned about how its sales staff was handling customer inquiries about the effect of the Japan earthquakes on inventory and pricing. PPQ was already managing a monthly mystery shopping program at 15 of its stores that had become a valuable training tool for managers.

### ✓ Solution

Within 2 days, PPQ designed a phone shop scenario and questionnaire that would collect the information the client needed, and had lined up evaluators to make 40 calls over the next 10 days to the client's showrooms.

### ✓ Results

Within two weeks of bringing this problem to PPQ, the client's president had 40 completed phone shop reports, and a detailed report in front of him outlining what his salespeople have been telling customers, and which ones needed additional training on the company's discussion points.

### ✓ Situation

Porsche N.A. needed to know how its dealers' maintenance and service recommendations (and pricing) compared to the manufacturer's recommendations. The client also wanted to know what service and maintenance recommendations one of its competing manufacturers' dealers were quoting, so it could determine how a customer might calculate the total cost of ownership for the makes/models in question.

### ✓ Solution

PPQ trained a group of our highest-quality evaluators to role play as would-be buyers researching ownership costs. We designed a phone shop questionnaire with the client and launched the project in less than a week from inception. We had two weeks to call 200+ Porsche dealers and 200+ nearby competitors.

### ✓ Results

Three weeks, and about 450 phone calls later, we delivered a report to Porsche N.A. breaking down the results of our research. We sent the client the data in Excel and included an executive summary of the results.



**Our nationwide network of qualified evaluators has conducted over 4,000 auto sales and service shops throughout the U.S. since 2004!**