

## MYSTERY SHOPPING

### Target Audience

General Manager, Service Manager, Dealer Principal, Fixed Operations Manager and Owner

***“The first impression is a lasting impression.” This consulting engagement is designed to evaluate the first impression made on potential customers by your employees and facility. It can include both telephone and on-site evaluations for your facility and your competitors’.***

*“With all we have learned from Akzo Nobel, we have more than doubled our sales volume in the last four years and we recently opened our second location.”*

*Wade Bartok  
Manager  
Elite Body Shop  
North Vancouver, B.C.*

### Are You Experiencing:

- Low closing ratio
- Low CSI
- Monthly sales below expectations
- Low average repair order
- Poor first impressions
- Indecisive customers
- Lack of a “sales culture”
- Inconsistent follow-up
- Limited interaction with customers
- Customers who’s needs have not been met

### This Consulting Engagement Will Provide:

- Evaluation of the selling process and skills of your employees
- Evaluation of the customer relationship building processes
- Evaluation of telephone processes and skills
- Evaluation of scheduling process
- Review of follow-up program for un-sold estimates
- Potential evaluation of the selling processes used in the market area
- Guidance to nurturing a “Sales Culture”
- Procedure for greeting customers and building rapport; i.e., establishing a foundation for the sale
- Methods for refining your questioning skills
- Process to gather customer needs and tailor your presentation to those needs
- Exercises to reinforce estimate presentation skills
- Various closing techniques
- Structured follow-up process for un-sold estimates
- Process to score-keep your sales activity

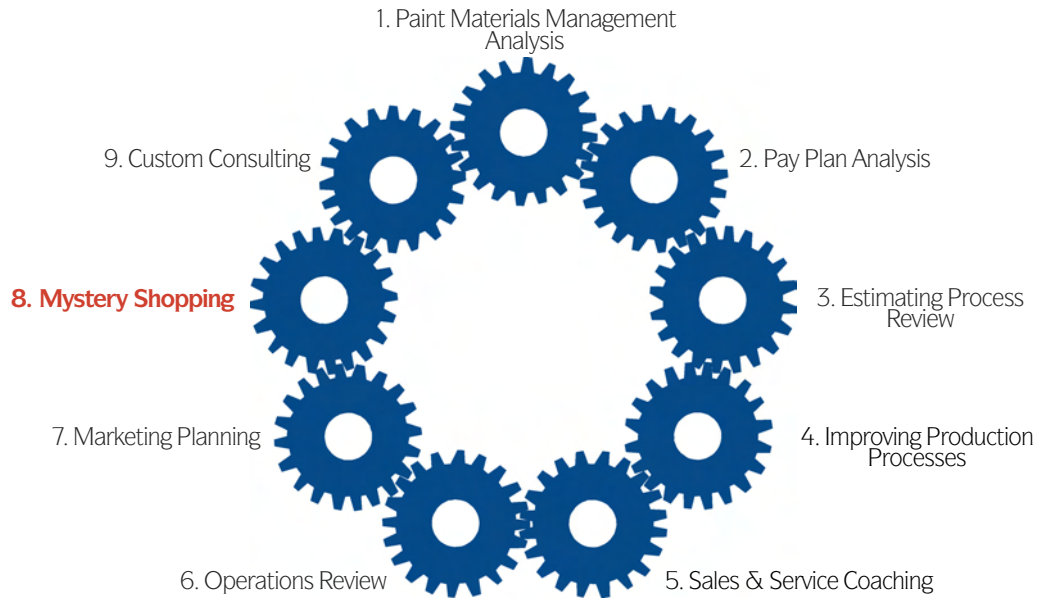
### Why We Are Different!

We understand the value of your team’s time and the need to keep your staff in the repair facility maintaining production. It’s not always convenient and/or effective to send employees to off-site training classes and hope they bring back new ideas to implement. Therefore, our on-site consulting packages may be the better solution for you.

Akzo Nobel is known for providing exceptional consulting services. A full-time consulting staff shows our commitment to body shop profitability. The largest and most capable group of experts in the industry provides your business with proven performance-enhancing services. Akzo Nobel Services Consultants follow a structured methodology of assessment, analysis, recommendation and implementation to ensure successful engagements with clients.



**Consulting Services**



**Investment Analysis\***  
**Mystery Shopping**

**Assumptions**

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers	Service Impact	Monthly Profit Change
Sales	1.0%	\$390.00
Efficiency**	N/A	\$0.00
Direct Cost (as a % of sales)	N/A	\$0.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$390.00</i>

**Investment**

Service Cost	\$750.00
Salary & Benefits (service execution)	\$150.00
Travel	\$0.00
Salary & Benefits (implementation)	\$600.00
Other Implementation Costs	\$0.00
<i>Total</i>	<i>\$1,500.00</i>

**Your Potential Return on Investment**

Annual Operating Income Improvement	\$4,680.00
Investment	\$1,500.00
Return on Investment (\$)	\$3,180.00
Return on Investment (%)	212%
Investment Breakeven in Business Days	80.8



\* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.  
\*\* Profit improvement from an increase in efficiency is expressed through an increase in sales.