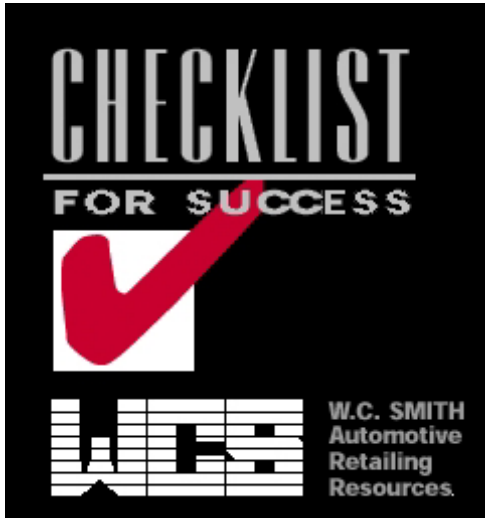


# ProShop — Mystery Shopping Service



- ✓ Are you satisfied with your showroom closing ratios?
- ✓ How comfortable is it for customers to do business in your dealership?
- ✓ Does your sales staff do a good job of selling themselves, the product, the benefits, and conveniences of doing business with your dealership?
- ✓ How are your services, parts and body shop customers really handled?

ProShop puts **YOU** in the customer's shoes! We send ProShoppers to your new and used vehicle showroom, service, body shop or parts department to pose as prospective customers. We then provide you with details of our experiences along with a department summary report and employee performance ranking. ProShop is a positive employee training and development aid, customized to your dealership's selling system, department concerns and needs. Our professional shoppers can be selected according to the profile and scenario established by the dealership. In addition, we are the only mystery shopping service to provide expert consulting advice to achieve rapid improvement.

## What ProShop includes:

- 🚗 Customizing the shopping criteria to the manufacturer's needs or dealership's selling system, departmental concerns or needs for the new or used vehicle showroom, service department, body/paint department, and/or retail parts counter.
- 🚗 Dispatch professional shoppers based on the profile and scenario established by the dealership or manufacturer.
- 🚗 Reports provided to the dealer or manufacturer:
  - Up to 40 computer scored shopper report evaluations.
  - Narrative summaries of the details, dialogue, perceptions, feelings and observations by the shopper are optional.
  - A shopping summary for the period.
  - Employee scored report rankings.
  - Shopping trend analysis.

## Why should I use "walk-in" Mystery Shoppers in the showroom, service, body shop and parts department?

- 🚗 They tell me the experiences and treatment of the prospects and customers who walk out, are they logged and followed up.
- 🚗 They create a sense of awareness within my staff that some one is checking on their actions and performance.
- 🚗 They are a cross-check to my selling system to see if all the steps in the process are being performed at all my dealerships.
- 🚗 They are a measure of the effectiveness of my employee training and development and the related training expense I incur.

- Improve sales closing ratio.
- Develop staff professionalism and establish selling standards.
- Increase floor traffic.
- Improve factory CSI rating.

- 🚗 They help keep my people sharp, are a motivation for personal improvement and influence additional sales in each department.
- 🚗 They provide scored reports, narrative details and rankings which are often used for employee positive reinforcement and to effect change.
- 🚗 They also furnish shopping summaries for management to track trends, advertising effectiveness along with consulting advice for improvement.
- 🚗 My competition uses mystery shoppers!

**Call (301) 498-5075 to see how our checklist can deliver solutions for you.**



**W.C. SMITH  
Automotive  
Retailing  
Resources**

8216 Ashford Blvd.  
Laurel, MD 20707  
(301) 498-5075

## PARTIAL LISTING OF PROSHOP CLIENTS

**AI Packer Ford/Isuzu/Lincoln-Mercury**, Baltimore, MD,  
Elliott Packer, President, (410) 488-5566, Ext. 270  
**American Service Center (Mercedes)**, Arl., Va.  
Ralph Mastantuono – General Manager (703) 525-2100  
**Autobahn Motorcars**, Fort Worth, TX,  
John S. Chase, President, (800) 433-5602  
**County Chrysler-Jeep, Inc.**, Upper Marlboro, MD,  
Lou Dorin, President, (301) 627-4940  
**Chevy Chase Chevrolet**, Bethesda, MD,  
John Bowis, President, (301) 657-4000  
**Dyer & Dyer Volvo**, Chamblee, GA,  
Richard Dyer, President, (770) 452-0077  
**Fox Automotive (6 Locations)**, Baltimore, MD,  
Bill Hurwitz, Vice President, (410) 265-7777  
**Fairfax Honda/Volkswagen/Volvo**, Fairfax, VA,  
Cary Schwab, General Manager, (703) 934-8500  
**Fair Oaks Dodge**, Fairfax, VA,  
Larry Pateros, President, (703) 385-3500  
**Grayson Pontiac/Jeep/BMW**, Knoxville, TN,  
Art Grayson, President, (615) 693-4550  
**Herson's Honda (4 Locations)**, Rockville, MD,  
George Pittenger, Fixed Operations, (301) 279-8600  
**Herb Gordon Nissan**, Silver Spring, MD,  
Jay Sponseller, Service & Parts Director, (301) 890-8200  
**JBA Chevrolet, Inc.**, Glen Burnie, MD,  
Mark Aiello, General Manager, (410) 766-6300  
**Karp Volvo-Buick-Saab Inc.**, Rockville Center, NY,  
David Karp, President, (516) 764-4242  
**Ken Dixon Chevrolet-Buick-Cadillac-Honda-Mazda**,  
Waldorf, MD, Danny Tayman, V.P./GM, (301) 645-7000  
**Land Rover of North America, Inc.**, Lanham, MD,  
Steve McKnight, National Sales Mgr, (301) 731-9045  
**Lindsay Lexus, Alexandria, Va.**,  
Jeff Warner, General Manager, (703) 931-3000  
**Luskar Automotive (4 Lustine Locations)**, Hyattsville,  
MD, Lou Kairys, President, (301) 927-7200  
**Massey Ford, Inc.**, Hagerstown, MD,  
Jerry Massey, President, (301) 797-3673  
**Mercedes-Benz of Alexandria, Va.**,  
Ralph Mastantuono – Vice President (703) 341-2100  
**Mid-Atlantic Cars (Brown's, 17 locations)**, Fairfax, VA,  
Danny Legge, President, (703) 352-5555  
**Pohanka Automotive Group (9 Locations)**, Marlow  
Heights, MD, Geoff Pohanka, President, (301) 423-1541  
**Pulliam Ford**, Columbia, SC,  
Harold Wray, Vice President, (803) 254-4000  
**Rosenthal Automotive (9 Locations)**, Arlington, VA,  
Don Bavely, COO, (703) 553-4300  
**Sport Chevrolet Company**, Silver Spring, MD,  
Robert Fogarty, President, (301) 890-6000  
**Stohlman VW/Subaru/Mitsubishi**, Vienna, VA,  
Cathy Rusnak, Vice President, (703) 893-2990  
**Tyson's Ford**, Tysons Corner, VA,  
Kip Killmon, President, (703) 448-0100  
**York Chrysler/Mitsubishi**, York, PA,  
Don Meluzio, President, (717) 846-2222

## ProShop — Mystery Shopping Service

### SATISFIED PROSHOP CLIENT TESTIMONIALS

*"We asked Automotive Retailing Resources to perform ten at random showroom "walk-in shops" to monitor customer experiences in our store, selling 175-200 retail Fords per month. Wally Smith's detailed shopping reports enabled us to pinpoint trends needing improvement, coaching our sales staff accordingly. Within two months, our average shopping evaluation score improved from 58 to 80 (100 possible score) thus our closing ratio and factory CSI also improved. Wally's mystery shopping program is definitely an effective tool for management, and it also keeps our sales staff sharp and more aware of their actions."*

**Mr. Harold Wray, Vice President Pulliam Ford, Columbia, South Carolina.**

*"ProShop and PhonePro have been excellent tools to monitor our sales, service and parts employee performance, set customer handling standards, improve selling skills and customer satisfaction at our 16 dealership locations." (Rosenthal Automotive uses ProShop to monitor showroom treatment, establish prospect handling standards and improve the closing ratio. Rosenthal provides positive reinforcement to the mystery shopping program by rewarding salespersons for outstanding shopping scores.)*

**Mr. Dick Patterson, Chief Operating Officer Rosenthal Automotive Organization, Arlington, Virginia.**

*"Our factory CSI sales treatment performance went from 79% to 96% within 30 days after the first series of showroom mystery shopping visits and remained over 90%"*

**Mike Larkin, Business Manager, AI Packer Ford/Lincoln-Mercury/Jeep, Baltimore, Maryland.**



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