

SECRET SHOPPER EVALUATION

Store name: _____ Store location: _____
 Date/Time of visit: _____ Sales associate: _____

Rate the service you received for each of the following skills based on the following scale: 1=Poor to 5=Excellent
 Please record notes about each category on the reverse side of this form.

SKILL	DESCRIPTION	RATING (circle one)
1. GREETING/ APPROACH	Were you greeted immediately?	1 2 3 4 5
	Was the greeting friendly?	1 2 3 4 5
2. RAPPORT	Did the salesperson tell you his/her name or ask for yours?	1 2 3 4 5
	Did he/she ask open-ended questions?	1 2 3 4 5
	Did he/she tell you about sales or new merchandise?	1 2 3 4 5
3. PRODUCT KNOWLEDGE	Were you told about trends or product features?	1 2 3 4 5
4. CROSS SELLING	Did the salesperson suggest additional items to complement your purchase?	1 2 3 4 5
5. PROFESSIONALISM	Was the salesperson clean and neat?	1 2 3 4 5
	Did he/she treat you with respect?	1 2 3 4 5
	Did he/she seem positive about his/her job?	1 2 3 4 5
6. SALES ABILITY	Did the salesperson attempt to close the sale?	1 2 3 4 5
	Were you told about upcoming sales or given any other reason to return?	1 2 3 4 5
7. CUSTOMER RELATIONS	Were you thanked for shopping?	1 2 3 4 5
	Were you invited to return?	1 2 3 4 5
8. PHYSICAL OBSERVATIONS	Was the lighting adequate?	1 2 3 4 5
	Were displays and signs clean and neat?	1 2 3 4 5
9. OVERALL PERCEPTION	Would you return?	1 2 3 4 5
	Were the prices reasonable?	1 2 3 4 5
	Was the service good?	1 2 3 4 5
10. OTHER	Did you observe other sales staff performing their duties?	1 2 3 4 5
	Was the conversation between employees appropriate?	1 2 3 4 5

HIGHEST SCORE POSSIBLE: 100 POINTS

TOTAL SCORE: _____

Your name: _____
 Approximate time spent in shop: _____
 Items purchased: _____
 Your attire: _____