

NAME:

## Marketing Principles Selling Unit "Secret Shopper" Project

To apply what you have learned in the selling unit, Unit 3, you will be observing, rating, and writing about two actual sales situations that you will experience. Here's what you need to do.....

1. **Put yourself in TWO selling situations.** The sales situation can be anything that involves a salesperson who assists you. You DO NOT need to actually purchase anything for this assignment!
2. For each of the sales situations, **answer the following questions and rate** each aspect on a scale of 1 to 5 (1 is poor, 5 is great). Record your thoughts and responses on the attached comment/rating sheets.
3. **Write** about your experiences in a 2 page paper (double-spaced) and summarize your findings. Be sure to address each step of the sales process.

Here is how you will be graded:

Comment/Rating Sheet #1

Comment/Rating Sheet #2

Paper - *Include the following*

Paragraph 1: Describe what happened in **Store #1** as you address each step of the sales process (questions from rating sheet). Include the average final rating for each store. (5 points)

Paragraph 2: Describe what happened in **Store #2** as you address each step of the sales process (questions from rating sheet). Include the average final rating for each store. (5 points)

Paragraph 3: For **each store**, describe what you felt the salespersons 1) **did well** and 2) **what they can improve on** (5 points)

Paragraph 4: For **each store**, state if **you would shop at these stores** again and **WHY**. (2 points)

Paragraph 5: Conclusion that includes what you have learned from this project. (3 points)

## Selling Situation #1

### Comment/Rating Sheet

Name of Store: \_\_\_\_\_

Questions	Comments	Rating (1-5)
1. Which <b>Approach</b> did they use AND what did they say? ( <b>Merchandise, Service, or Greeting</b> approach)		
2. Did they ask you questions to <b>determine your needs</b> ? What were they?		
3. Did they <b>present a product</b> and show you features and benefits of the product or service? Explain how.		
4. Were questions and <b>objections</b> met and answered? Explain how.		
5. Did they ask for the sale ( <b>close the sale</b> )? Explain how.		
6. Did they <b>suggest</b> any other items to purchase? What and how?		
7. Did they thank you for your business ( <b>relationship building</b> ). Would you shop there again?		
	<b>OVERALL RATING</b> (ADD UP RATINGS AND DIVIDE BY 7)	

## Selling Situation #2

### Comment/Rating Sheet

Name of Store: \_\_\_\_\_

Questions	Comments	Rating (1-5)
1. Which <b>Approach</b> did they use AND what did they say? ( <b>Merchandise, Service, or Greeting</b> approach)		
2. Did they ask you questions to <b>determine your needs</b> ? What were they?		
3. Did they <b>present a product</b> and show you features and benefits of the product or service? Explain how.		
4. Were questions and <b>objections</b> met and answered? Explain how.		
5. Did they ask for the sale ( <b>close the sale</b> )? Explain how.		
6. Did they <b>suggest</b> any other items to purchase? What and how?		
7. Did they thank you for your business ( <b>relationship building</b> ). Would you shop there again?		
	<b>OVERALL RATING</b> (ADD UP RATINGS AND DIVIDE BY 7)	