

"If you can't measure it, you can't improve it!"

PROFESSIONAL SERVICE PROGRAMS

**See how your business measures up against your local competitors in the critical areas of every business;
it's like taking the temperature of your business every 90 days to see how your business compares.**

Compechek's Professional Service Programs give you an edge by accurately measuring the performance of your business against up to three of your local competitors, measuring telephone skills, customer service, salesmanship, product type and availability. Quarterly reports highlight those areas of your business most in need of attention, so sales can be increased through employee-related customer satisfaction.

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MEASURE, TRAIN, RE-MEASURE, RE-TRAIN ...

Are you ready to outperform the competition and increase your market share? Do you know how you stack up to the competition in product lines and pricing? Are you able to accurately monitor the quality of telephone skills, salesmanship and customer service that your valued customers experience when they call? Since 1994, the Compechek Parts and Service Professional Program has offered a proven system designed to both evaluate and enhance employee performance and maximize your bottom line results while you take care of business.

With the Compechek Parts and Service Professional Program, you'll have quick access to regular reports that show how the performance of your business and staff compares to that of the competition. You'll know at a glance how you're competing in price, service and inventory levels. Our program helps you to monitor your competitors' activities, maximize your ROI through profitable pricing strategies, and increase sales through employee-related customer satisfaction.

Quarterly reports show how your location is doing in relation to up to three of your local competitors. With add-on program features such as strategically designed staff meeting notes, and performance review materials targeted to boost employee effectiveness, you'll never again waste valuable time trying to figure out what is and isn't working. The Compechek Parts and Service Professional Program is an ideal solution for busy managers and owners who are ready to reap the benefits of accurate business assessment and targeted success strategies.



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SAMPLE CRITERIA

Telephone Experience:

Was the call answered quickly (# of rings)?

Proper answering technique:

Was the call answered by an auto attendant, receptionist or other staff?
If Yes to above, was it simple to get through to right department or staff?
Did the initial staff use a formal greeting? ex, Good morning
Did the initial staff person state the company name?
Was the surveyed staff person present his/her name?
Was there an invitation to be of assistance? ex. May I help you

Tone of Voice:

Did the overall tone build a natural rapport by being:

Friendly?
Sincere/Polite?
Enthusiastic?
Welcoming/Warm?
Confident?

Volume of vocal:

Too soft?
Just right?
Too loud?

Clarity of vocal:

Overly emphatic/mechanical?
Clearly understood
Mumbled/Too Fast?

Caller Put on Hold?

Was the call put on hold during the conversation?
Was the caller asked if it was OK to be put on hold?
Did the staff wait for a response from caller before placing on hold?
The longest time put on hold (# of seconds)?
Was the caller thanked for holding?

Salesmanship:

Communication skills:

Did staff listen carefully to what the caller was asking for?
Did staff person ask questions to help clarify the parts needed?
Was the sales experience interrupted at all, side conversations etc.?

Were one word answers given to callers questions?

Was industry jargon used?

Were there extended times of silence while salesperson worked away?

Did any background noise interfere with hearing the salesperson clearly?

Was the phone put on counter while staff looked for parts or information?

Did the staff offer irrelevant (too much) information?

Building a Rapport:

Did staff get the name of the caller to create a friendly experience?
Did staff ask appropriate questions about caller to build relationship?
Did staff provide adequate information, without being "pushed" by the caller?
Did staff offer to give any valuable 'advice' for the call scenario listed?
Did the staff try to make appropriate side conversation to diversify conversation?

Knowledge:

Did staff person hit on all the key questions required in the call scenario?
Did staff offer price ranges of products, starting with entry price?
Did staff mention BRAND name, and SELL it on brand's strengths/uniqueeness?
Did staff compare features and benefits of similar products?
Did the staff member seem knowledgeable?

Commitment for Sale:

Were prices quoted on the spot?
Were useful complementary products offered? i.e. Add a line to the invoice!
Did the staff try to up sell to higher priced product, with explanation?
Did staff person ask if the caller had an account?
If account was inactive, did staff extend an offer for an outside sales rep to visit?
Was there any attempt to close the sale?
Was the caller asked if the product requested could be put on hold?

Customer Service:

Did staff ask if client had any other needs today?
If items not in stock, did staff ask how soon product would be needed?
Did staff make sure his/her explanations were understood?
Did the staff say THANK YOU for calling?
Did staff demonstrate adequate patience?
Did the staff person only use professional language?
Did staff efficiently obtain needed information or carry out the appropriate task?
Did the caller feel accurately understood?

The Right Attitude to Represent the Business:

Did the staff person's voice communicate alertness, energy and enthusiasm?
If called asked for better pricing, did staff adjust prices or seek approval to do so?
Was the voice pleasant, as if dealing with a happy person?
Was tone of voice pleasant, suggesting that staff member cares about the job and enjoys working there??
Did the caller get the feeling that the staff was proud of his company?