

# You Are the Difference

## Customer Service Mystery Shopper Report

Mystery Shopper ID:

Store: Time approx:  
Date: Weather:  
Shop floor activity:



### Observations \* YATD techniques from the book 'Just Looking Thanks!' by Alf Dunbar

<b><u>Greeting</u></b> - Greeted Eye Contact Smile Body language page 55	/20
Comments:	

<b><u>Approach</u></b> - Approached by a sales adviser after giving off an approach signal. page 61	/20
Comments:	

<b><u>Perfect Partners</u></b> - A complementary product was suggested after purchase. page 65	/20
Comments:	

<b><u>The Close</u></b> - Asked the 'NEED' question? During the service given. page 67	/20
Comments	

<b><u>Fab 5-</u></b> at till: 4% each / 5% each if no queue. page 75	/20
Greeted: <input type="checkbox"/>	
Thanked for waiting: <input type="checkbox"/>	<b>Result</b> <b>%</b> <hr/> <b>100%</b>
Positive comment: <input type="checkbox"/>	
Item/s purchased handled well: <input type="checkbox"/>	
Thanked and said goodbye: <input type="checkbox"/>	
Atmosphere In Store    Excellent <input type="checkbox"/> Good <input type="checkbox"/> Poor <input type="checkbox"/> Neutral <input type="checkbox"/>	

***Mystery Shopper Comments:***