



Sample Scorecard for Mystery Shop

Mystery Shop Synopsis	Location 1	Location 2	Location 3	Location 4
<p>Physical Premises: Were the premises orderly, clutter-free, inviting? Did you feel confident in the organization's competence?</p> <p>Greeting & Engagement: Were you acknowledged and greeted immediately after entering premises? Were you engaged in conversation in a manner that felt natural and comfortable?</p> <p>Probing/Needs Discovery: Were attempts made to discover potential needs and/or reason for visit? Was this probing appropriate and engaging without being "pushy"? Did this "discovery" continue to the point where you felt understood?</p> <p>Presentation: Was a product/service presented, which corresponded to the needs uncovered? Was the presentation clear, precise, compelling, relevant, professional?</p> <p>Objection Handling: Were your objections dealt with in an appropriate manner? Were they overcome?</p> <p>Close: Was a close attempted? Achieved?</p> <p>Thank you: Were you thanked for your visit/business?</p> <p>Follow-up: Was a follow-up promised? Was that follow-up actually conducted?</p> <p>Overall: Did you feel like this was generally a positive experience that delivered concrete value to you?</p>				
Totals (out of 85 possible)				

Scoring Scale:

- 0 – Nonexistent
- 1 – Very poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Excellent