



TechnologyStoreShopper

The Power To See More.



EVALUATION # 4067

01-21-2011

Survey: MyVirtualDM 1

1001

My Verizon Dealer Store

111 2nd Ave NE

St. Petersburg FL 33701 US

Location: My Verizon Dealer Store

YOUR SCORE

67%

137/206 points



COMPANY RANK (YTD)

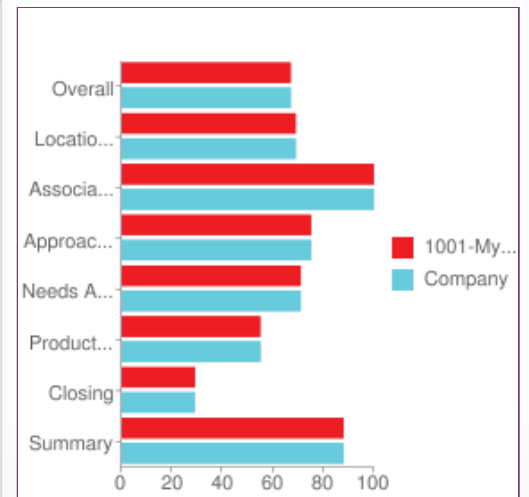
1/1



1001: MY VERIZON DEALER STORE: YTD

Location	67%
Company	67%
Your Rank	1/1
Your Percentile	100th

SECTIONAL SCORES



QUESTION

SCORE

ANSWER

Date shop performed

1/21/2011

Please enter the time you entered the location:

2:30 PM

Please enter the time you left the location.

2:55 PM

LOCATION APPEARANCE

Exterior

1.10 Outdoor sign completely lighted?	3/3	Yes
1.20 Side walk is clean and free of debris and trash?	0/3	No
1.30 Windows clean, dust free and organized signage?	3/3	Yes

Interior

1.50 Floor is clean, vacuumed and free of debris?	3/3	Yes
1.60 Is the appearance of the store's interior neat, organized and clean?	3/3	Yes

1.70 Were the phone displays:

1.71-Full?	0/3	No
1.72-Neat?	0/3	No
1.73-Clean?	3/3	Yes
1.74-Priced?	3/3	Yes
1.75-Functional?	0/3	No

1.80 Were the accessory displays:

1.81-Full?	3/3	Yes
1.82-Neat?	3/3	Yes
1.83-Clean?	0/3	No
1.84-Priced?	3/3	Yes
1.90 The interior is well lighted with all lights on?	3/3	Yes
1.95 Were coverage / rate plan brochures readily available?	3/3	Yes

Associate Appearance**Description of the associate who assisted you.**

2.00 Gender:	Male
2.01 Height:	5'9"
2.02 Hair Color:	Brown
2.03 Hair Length:	Short
2.04 Hair Style:	Straight
2.05 Facial Hair:	None
2.06 Glasses:	No

2.10 PLEASE UPLOAD THE BUSINESS CARD OF THE ASSOCIATE HERE:[View PDF](#)<http://cdn.sassiex.com/ad939c65-d3bc-4840-9601-7795b7eac8a5>

2.20 Salesperson Name:	Lewis
2.30 Was the associate wearing a name tag?	3/3 Yes
2.40 Name on tag:	Lewis
2.50 Was the associate's appearance neat, well-groomed and presentable?	3/3 Yes
2.60 How many customers were in the store at the time of your arrival?:	2
2.70 How many employees were present in the location?	2
2.80 If the store was busy, were associates available for assistance who were busy doing other work-related tasks other than assisting customers?	No

APPROACH / GREETING**Note: If the associates are assisting customers, you should be greeted or acknowledged within 1 minute of entering the store.**

3.00 Were you or acknowledged in a prompt courteous manner upon entering the store?	3/3	Yes
3.10 In minutes, how long did you have to wait for assistance from the time you entered? (The actual time it took to be assisted, not greeted.)	2/5	3-5 Minutes
3.20 Was the greeting warm, sincere and friendly?	3/3	Yes
3.30 Please rate the quality of the sales associate's greeting (5 being excellent and 1 being unsatisfactory):	4/5	4

NEEDS ASSESSMENT

4.00 Did the associate ask questions to determine your wireless needs? (Where and how you plan to use your new phone, etc.)	3/3	Yes
4.10 After determining your needs, did the associate recommend a phone for you to purchase?	3/3	Yes
4.20 What manufacturer of phone did the associate recommend?		MOTOROLA
4.21 What model of phone did they recommend?		Droid Pro
4.30 Did the associate show and offer accessories suited to the recommended phone?	0/3	No

4.40 Did they ask questions to determine the best rate plan for your needs?	3/3	Yes
4.50 Please rate the sales associate's needs assessment skill (5 is excellent and 1 is unsatisfactory):	3/5	3

PRODUCT PRESENTATION - PRODUCT KNOWLEDGE

5.00 Did they recommend an appropriate rate plan?	0/3	No
5.10 Did they discuss family plans or additional lines of service?	3/3	Yes
5.20 Did the sales associate tell you what was included in box?	0/3	No
5.30 Did the sales associate mention any special offers or promotions?	0/3	No
5.40 What was the special offer?		
5.50 Did the associate explain the difference between the types of phones offered; Basic, Text/Email Friendly and or Smart phones/PDAs?	3/3	Yes
5.60 Did the sales associate explain the differences between the Smartphone platforms (Android, Windows, Blackberry, etc.)	3/3	Yes

Which of the following service features were discussed, explained or offered:

5.70 Insurance?	0/3	No
5.71 Text/Picture Messaging?	3/3	Yes
5.72 Navigation?	3/3	Yes
5.73 Email On The Go?	3/3	Yes
5.74 Apps of any type other than Social Networking?	0/3	No
5.75 Social Networking apps such as Facebook or Twitter?	0/3	No
5.85 Did the sales associate demonstrate any handset features or functions?	3/3	Yes
5.95 Did the sales associate give you an opportunity to operate the recommended phone?	0/3	No
6.05 Please rate the sales associate's demonstration skill (5 is excellent and 1 is unsatisfactory):	3/5	3
6.15 Did the sales associate offer any other non-wireless services or products?	3/3	Yes
6.25 If "YES", what service did they offer?		DISH Network
6.35 If "Other", what service did they offer?		
6.45 Please rate the sales associate's needs product knowledge and presentation skills (5 is excellent and 1 is unsatisfactory):	3/5	3

CLOSING

7.00 Did the associate ask for the sale?	3/3	Yes
7.10 Did the associate attempt to start the application/activation process?	0/3	No
7.20 What objection did you use for not buying today?		I need to check with my spouse.
7.30 How many times did the sales associate try to sell you before giving up?	1/1	1
7.40 Did the associate attempt to overcome your objection to making an immediate purchase?	0/3	No
7.50 Did the sales associate ask if you had any friends or family who would be interested?	0/3	No
7.60 Did the associate motivate you to buy today?	0/3	No
7.70 Please rate the sales associate's closing skills (5 being excellent and 1 being unsatisfactory):	2/5	2

SUMMARY

8.00 Based on your experience today, would you recommend a friend or family member purchase a phone from this location?	3/3	Yes
Please rate your entire experience in the store and with the staff today (5 being excellent and 1 being unsatisfactory):		
8.10 Store cleanliness:	4/5	4
8.20 Store atmosphere:	5/5	5
8.30 Store displays:	4/5	4

8.40 Sales associate's appearance:	5/5	5
8.50 Sales associate's friendliness:	5/5	5
8.60 Sales associate's courtesy:	5/5	5
8.70 Sales associate's professionalism:	4/5	4
8.80 Sales associate's knowledge:	3/5	3

8.90 PLEASE PROVIDE A COMPLETE AND DETAILED DESCRIPTIVE SUMMARY OF YOUR SHOPPING EXPERIENCE --- FROM START TO FINISH---- TODAY:

I visited the Verizon dealer location on 2nd Ave during in mid-afternoon as indicated in my report. When I arrived at the location I noticed the exterior of the store was well maintained except the "O" in the OPEN sign was burned out. The windows were clean, clutter-free and the appropriate posters were neatly displayed. There were some cigarette butts on the sidewalk around the front door of the store. Two customers were present and were being assisted by two sales people when I entered the store, one female and one male. I was immediately greeted by the male employee. I found out later his name was Bill who said, "Welcome! One of us will be with you in a moment. Feel free to look around." It took Bill about 5 minutes to finish up with his customer. Both employees were neatly dressed, appropriately groomed and wearing name tags. I couldn't see the female's name tag because she remained busy with her customer the entire duration of my visit. I noticed the door to the stockroom/office was open and boxes were piled about in a disheveled, unorganized fashion. While Lewis was finishing up with his customer, I walked around and viewed the various displays. The phone displays appeared to be clean and none of the displays were empty. Two of the phones did not have price tag/product descriptions. Accessories were displayed near the phones with most displays being very full, neatly spaced, priced and clean. A few pegs were empty and I noticed that three Bluetooth devices were not priced. The store was well lit, the floor was clean and pleasant jazz music was playing in the background. After about 5 minutes, Lewis finished with his customer, came out from behind the counter and introduced himself. I told him I was an AT&T customer, my contract was nearing expiration and wanted to explore my options with Verizon and was considering a Smartphone. He asked me a few questions about the type of phone I currently had, if I liked it and what functions I used the most. Lewis recommended the Motorola Droid Pro, gave me a very thorough demonstration by showing me how the touch screen operated, how to access the web, email and a couple of apps. He did not show me any accessories nor did he recommend any accessories. He did mention saving money with a family plan, showed me the data and messaging plan options. He didn't mention anything about special pricing or sale pricing. He asked me to buy once and I told him I needed to check with my spouse before making the final decision. After that, he didn't ask again. Lewis thanked me for visiting, gave me his card and told me to call or visit again if I had any other questions. Overall it was a pleasant experience. The store was clean, welcoming and the sales staff was courteous and professional during my visit. I left feeling that if I was in the market for a Verizon phone; I would return to this location and seek out Lewis' help.