

STORE: GALERIA MOKOTÓW

CITY: WARSAW

YOUR LAST RESULT

Here's your last result from the Mystery Shopping visit conducted in January 2022

89%

Last wave

88%

Current wave

89%

+1%

YOUR RESULT DIVIDED BY SECTIONS

You can find below your historical results divided by sections and the trend. This will allow you to track your progress and see whether your performance is improving. Anything caught your attention?



ROUND	R07 2021	R08 2021	R09 2021	R10 2021	R11 2021	R12 2021	R01 2022	Diff.
TOTAL	79,9	82,9	87,3	84,7	84,7	88,4	89,3	↑ 0,9
WELCOME	88,6	78,0	92,4	90,2	91,6	88,5	95,6	↑ 7,1
ACTIVE CONTACT	66,5	79,4	80,2	82,0	64,9	80,5	76,3	↓ -4,2
NEEDS ANALYSIS	75,0	89,2	90,2	77,1	68,0	90,1	94,8	↑ 4,7
PRODUCT PRESENTATION	96,1	94,3	95,3	97,1	97,2	98,0	97,9	↓ -0,1
PRODUCT PROMOTION	88,6	85,4	90,1	92,0	93,4	89,2	92,7	↑ 3,5
FITTING ROOM	78,5	86,2	88,3	86,2	90,3	92,7	91,7	↓ -1,0
ADDITIONAL SALES	42,0	56,2	68,9	60,5	74,0	69,1	69,1	⇒ 0,0
CASH REGISTER	90,8	86,2	88,3	86,2	90,3	92,7	91,7	↓ -1,0
GOODBYE	92,9	90,8	91,9	91,0	92,9	94,4	93,9	↓ -0,6

YOUR STRENGTHS

- Product presentation** - In the last 6 observations this area was always above your target = 90%. This time almost 98% scored which makes you a champ in that section! Keep up the good work!
- Welcome** - welcoming your customer is such an important factor in building long term relationship with your customers. You made a huge progress vs. last wave +7,1 pp. Congrats!

CONGRATULATIONS

NEEDS IMPROVEMENT

- Additional sales** - this section scored only 69% causing potential sales loss. Make sure you understand different types of add-on selling techniques to work on increasing your basket value.
- Active contact** - you achieved 76,3% of possible points. Approaching a customer deteriorated vs. last wave (-4,2%). Adjust the moment of active contact to each customer individually but don't wait more than 3 minutes! Use a small talk technique to start up the sales process.

ACTION PLAN

Focus on **referral question**, only 5% of your sales force use it while approaching customer!
Reference to customer's behavior or an interest in a particular product

„I see you are looking at this type of bag“

„Did you notice that the bag you are holding has adjustable strap?“

Focus on **promotional items**, only 1 Sales Assistant showed discounted product as on top selling option.
Train your staff on 4 add-on sales techniques:

SET SELLING (pairing item)
UP SELLING (more expensive item)
CROSS SELLING (complimentary item)
ON TOP SELLING (impulse/promo item)