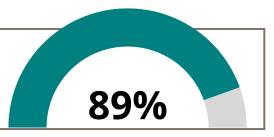


ONE PAGER

STORE: GALERIA MOKOTÓW CITY: WARSAW

YOUR LAST RESULT

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



Last wave

Current wave

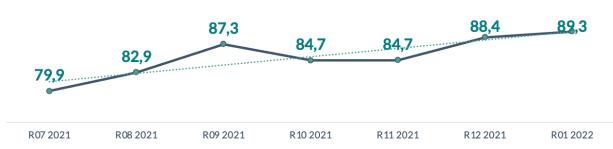
88%

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 | 4 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 STRENGHTS

- 1. 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

- 1. Additional sales this section scored only 69% causing potential sales loss. Make sure you understand different types of addon selling techniques to work on increasing your basket value.
- 2. 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

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:

"I see you are looking at this type of bag"
"Did you notice that the bag you are holding has adjustable strap?"

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