

Mystery Shopping Buyers not Just Sellers!

Presented by Mystery Shopper Services

Mystery Shopping for specialist training needs



Imagine 100 female employees under the age of 25 and put them into a clothing consignment retail environment for the same age bracket, and you'll get a sense of Company X's training and marketing challenges.

Monitoring buying not just selling behaviors!



Company X's young female front-line staff are not only "sellers" but "buyers" also. They need to handle a core group of special and close customers with regards to purchasing their items for resale. This requires specific skills in terms of negotiating and explaining why certain items might be rejected. Diplomacy is a must!

The three-step approach.



Mystery Shops deployed in a 3-step approach:

- Regular testing to ensure core company values are demonstrated in the stores
- All shop feedback is funneled into training tools that exhibit what they teach about customer service
- Those doing well are praised and rewarded with bonuses and gift cards. Those not doing so well are helped with additional training and mentoring

“Secret shops have been invaluable...”

Company X pays cash on-the-spot for fashionable clothes from teens and twenty-somethings and resells the items for up to 70 percent off retail prices. "It's a popular recycle concept, and good for those who can't afford the name brands," says Owner. Training his buying staff is critical.

Buyers for Company X need the skill to quickly determine if the clothing item is a good fit for the store and ability to clearly explain what the store will and will not purchase, without offending anyone. The clothing sellers are also often their best customers.

"Secret shops have been invaluable to training our buyers," notes the owner. "We conduct at least two shops per month, and it's well worth the cost. It keeps my employees on their toes, and the feedback makes for excellent training resources."

Times have changed, but basic customer services standards have not. The owner still requires a warm greeting for each customer and assistance to all with a smile.

"Like most retail, our customers are the number one priority. We need everyone treated with the best service. As the owner, I can only be in one store at a time," says owner.

