

Creative Sales Solutions (CSS)

Mystery Shopping & Sales Training Programs

As a mystery shopping and sales training company, CSS has mystery shopped hundreds of equipment employees around the country, representing every major manufacturer.

Here Are Some Astounding Statistics We Have Compiled

Outside Sales Reps

- 82.3% failed to ask critical probing questions
- 85.7% failed to ask for or obtain an appointment to see the customer
- 86.2% faxed the quote without getting an appointment
- 42.4% faxed the quote and never made a follow-up call
- 61.7% gave incorrect or inaccurate information regarding warranty, PMs, driver training, service and rentals

Inside Sales Employees

- 72.4% failed to ask what the customer would be doing with the equipment (rentals)
- 47.3% failed to return the customer's call within 4 hours (all departments)
- 77.9% failed to offer additional parts that would be needed for the job (parts)
- 89.6% failed to ask the customer if they could place them on hold
- **83.8% FAILED TO ASK FOR THE ORDER!**

MORE CONSTRUCTIVE ACTIONS BY THESE EMPLOYEES WOULD HAVE RESULTED IN MORE CURRENT AND FUTURE SALES

We Provide a Complete Turn-Key Training Solution with Minimal Involvement Required By Management

- First we mystery shop your staff to establish a baseline and identify performance gaps
- We then present our CSS Sales Training program either on-site or via webinar
- 1 to 3 months after the training we again mystery shop your employees to measure improvement
- We then personally review the evaluations and mystery shopping recordings with each employee on-line with one of our professional trainers to provide additional personal training
- Six months later we mystery shop the employee and again review the results one on one

We Present To You an Independent, Comprehensive, Report, Complete With

- Audio CD of all recordings
- Executive Summary of our findings
- Graphic results showing how your entire team scored compared to our industry average and employees who have received the CSS training
- Interaction log that includes dates and times of all our contacts with your employees
- Individual evaluations of your employees performance with over 20 items measured
- Copy of quotes we receive from your staff
- We teach your equipment and product support reps **HOW TO GET THE APPOINTMENT** and your parts, service and rental employees **HOW TO MAKE THE SALE**

The CSS programs are based on how to handle the initial sales call... almost all sales start with a telephone call... few, if any, training programs address this critical stage of the sales process

If You Believe The Following To Be True, Our Mystery Shopping And Sales Training Programs Will Have A Major Impact On Your Dealership's Sales

Outside Sales Reps

- Getting an appointment with the customer is the best way, by far, to assure a sale
- Faxing a quote drastically decreases the chance of making the sale
- Having a well-prepared sales presentation increases the chance of making the sale
- Knowing who is the decision maker in the sale is critical
- Reps with outstanding follow-up skills far outpace other reps in sales proficiency

Inside Sales and Admin. Employees

- Offering additional parts that may be needed for the job is a great way to increase customer satisfaction and increase parts sales
- Asking what type of operation the equipment will be used in is a critical question that should be asked by rental reps
- Asking for the order is paramount for parts, service and rental reps
- Sales reps who know they are being mystery shopped perform at a substantially higher level

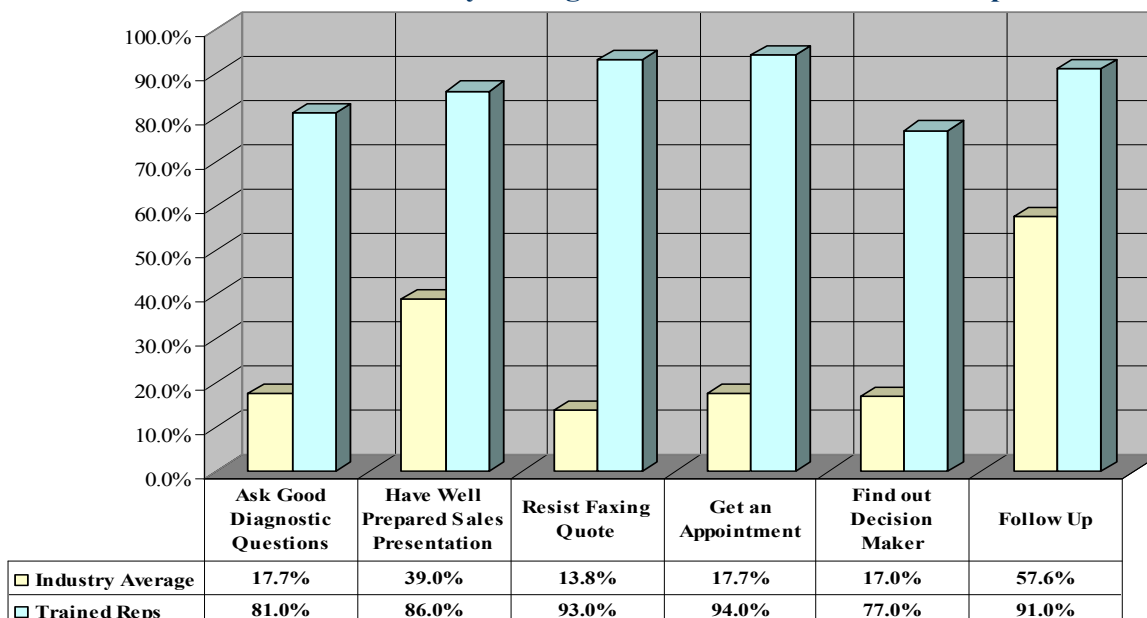
Once your sales team learns and adopts these principles, it will drive substantial profits to your dealership's bottom line.

Concepts Your Team Will Master in our 3½ Hour On-site or 1 hr Webinar Program

- How to immediately impress a customer over the phone
- What investigative, probing questions customers respond to that dramatically increase the probability of getting an appointment or making the sale
- Why faxing a quote drastically decreases your chances of making the sale
- How to find out who is the decision maker
- How to obtain critical information from the customer to find out exactly what the customer wants and needs

Outside Sales Reps Who Have Not Received Our Training Compared To Those Who Have Gone Through Our Program

**Equipment Sales Reps
Key Factors Comparison
Industry Average vs. Creative Sales Trained Reps**



Dealer Investment CWEDA 25% Discount And Free Mystery Shopping Program

Free Mystery Shopping Offer

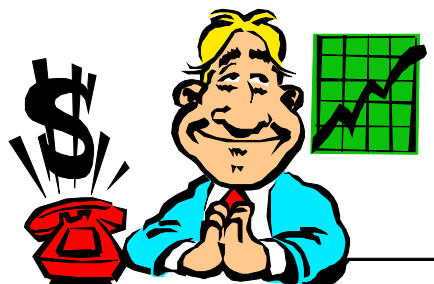
CSS will mystery shop up to 3 employees at NO CHARGE for all CWEDA members

	<u>On-Site</u>	<u>Webinar</u>
<u>Package Program</u> – (per employee)		
Includes, mystery shopping before the training, our live 3 ½ hr on-site training program or live 1 hour webinar program and mystery shopping after the training, to include on-line individual review with each employee by one of our professional trainers	\$700	\$525
	<u>-175</u>	<u>-130</u>
	\$525*	\$395
*Plus travel expenses for trainer		
 <u>Individual Pricing:</u> 		
Mystery Shopping - no follow up (per employee, per mystery shop)	\$125	\$125
	<u>-25</u>	<u>-25</u>
	\$100	\$100
 On-Site Training Program – (per employee)	 \$475*	 \$250
Plus travel expenses for trainer	<u>-125</u>	<u>-60</u>
	\$350	\$190
 Mystery Shopping - with follow up (per employee, per mystery shop)	 \$275	 \$275
Includes one-on-one on-line individual review with each employee by one of our professional trainers	<u>-75</u>	<u>-75</u>
	\$200	\$200

Call or Visit our Website

1-800-539-1075

www.cssmysteryshop.com



Creative Sales Solutions

References

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Some of the Top MHEDA Companies Who Use Our Service

<u>Dealer</u>	<u>Brand</u>	<u>Location</u>
Arizona Machinery	John Deere	Arizona
Baxla Tractor	New Holland	Ohio
Carolina Implements	John Deere	Wisconsin
Deep South Equipment	Hyster	Louisiana
Equipment Depot	Caterpillar	Texas
Florida Lift Systems	Toyota	FL/GA
Forklift Systems	Nissan	Tennessee
Gregory Poole Equip.	Caterpillar	N.C.
Hyster New England	Hyster	New Eng.
J. M. Equipment	Nissan	California
LeveeLift	Caterpillar	Indiana
Longmont Farm Supp.	New Holland	Colorado
Miami Industrial Truck	Caterpillar	Ohio
Material Handling Serv.	Mitsubishi	Illinois
Mitsubishi Caterpillar Factory		Texas
Moody's Equipment	New Holland	Saskatoon
NACCO	Factory	N.C.
Ogden Forklifts	Nissan	Georgia
Power Machinery	Nissan	Californian
Shoppa's	Toyota	Texas
Thompson & Johnson	Toyota	New York
Toyota Factory	Toyota	Indiana
Toyota-Lift of Atlanta	Toyota	Georgia
Toyota-Lift of Houston	Toyota	Texas
Wickham Tractor	New Holland	Colorado
Wisconsin Lift Truck	Caterpillar	Wisconsin
Yale Carolina	Yale	NC, SC