



"Executing Retail Solutions"

Retail Vision™ Program



INNOVATIVE RETAIL GROUP

National Retail Vision™ Program

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Introduction

The National Retail Vision Program is designed to provide you with a tool to evaluate specific retail activity in the context of an actual shopping situation.

Our national shoppers are professionally trained, and focused on collecting specific information provided by you, our customer.

Program Objectives

- *Provide a resource to evaluate what retail sales associates are saying about your company, services, and specific company initiatives*
- *Provide a resource to evaluate how retail sales associates are working with real customers in the selling process*
- *Provide a resource to identify and recognize top performers*
- *Evaluate effectiveness of company training initiatives and measure training material retention*

How the Program works

Schedules are completed through Innovative Retail Group. Once the shops are completed, an e-mail notification of the shop is sent to the designated party. In addition, the summary reports are available at any time for review of shopping history and location performance. For complete web access information, contact the program administrator at Innovative Retail Group.

Shopping Evaluation Form

The shopping evaluation form consists of 25-30 questions that will be scored for each shop scheduled. In addition, the professional shoppers will provide comments under each section to provide a complete summary of the shopping experience.

The shopping form is divided into 6 sections:

General Information
Greeting
Qualifying
Presenting
Closing
Store appearance



Personal Shopping Program

Format: A question guideline, which consists of 25-30 questions to be evaluated for each shopping experience. In order to maintain the integrity of the reporting, the form should be standard for all markets. Any changes to the form should be done with a minimum of 30 days notice to ensure proper processing.



Reporting: Designated personnel will have access to a variety of reporting options. Each identified region will have access only to their specific region data. Logins and passwords will be created for each region, and each person who will have access to the system.

Timing: After shop schedules are submitted, it will take TWO to THREE weeks to begin.

Frequency: In order to obtain valuable data, it is recommended to schedule shopping frequency by market one time a month for a **minimum period of 90 days.** However, there are no minimums.

Shopping Fee:

\$65 per shop up to 50 shops per month
\$60 per shop from 51 to 100 shops per month
\$55 per shop for 101 plus shops per month

Shopping guarantee: If the shop does not meet your expectations, or provide the necessary information, the shop will be re-scheduled at no charge.



Video Shopping Program

Format: A secret shopper is outfitted with a hidden camera and audio recording device to capture consumer interaction on the retail floor. Each shop is unique, and the shopper can be instructed to ask specific questions, and evaluate key areas of need, or a general approach can be taken to understand what happens in the retail environment today.



Video Viewing: Once the shop is completed, it is produced in a final format with the option of VHS, DVD, or CD-ROM. Once final production is completed, the shop is made available on a secured network for viewing via the internet.

Timing: After shop schedules are submitted, it will take THREE to FOUR weeks to complete.

Frequency: Although there is not a specific recommended frequency for the video program, it is recommended to use this approach in conjunction with the personal shopping program to further analyze specific issues revealed through the personal shop reports.

Shopping Fee: \$250 per shop

Shopping fee included posting of shop on secured internet and copy of the final shop in your desired format.

Shopping guarantee: If the shop does not meet your expectations, or provide the necessary information, the shop will be re-scheduled at no charge.



Telephone Shopping Program

Format: A question guideline, which consists of no more than 10 items, will be completed on each shopping experience. Any changes to the form should be submitted with a minimum of 30 days notice to ensure proper processing.



Reporting: A reporting system is not available with the telephone program, however, each shop will be digitally recorded, and made available via CD-ROM, e-mail, or electronic download through the mystery shopping website.

Timing: After shop schedules are submitted, it will take ONE to TWO weeks to begin.

Frequency: In order to obtain valuable data, it is recommended to schedule shopping frequency for each region one to two times a month for a **minimum period of 60 days**

Shopping Fee: \$12-\$15 per telephone shop

Shopping guarantee: If the shop does not meet your expectations, or provide the necessary information, the shop will be re-scheduled at no charge.



SAMPLE SHOPPING FORM:**Client Name: retail # 251 Evaluation**

08-27-04

Retailer - Anwhere, MA 22 Main Street Anywhere MA US 00000 Location: 200 District: Region: Springfield John Doe (jdoe@company.com)	76%:Overall Score (80/105) 60%: Greeting (15/25) 60%: Qualify (15/25) 100%: Presentation (10/10) 75%: Close (15/20) 100%: The Store (25/25) Location Avg Y2004 (1 shops): 76.00% Survey Avg Y2004 (67 shops): 77.13% Scoring Rules: * N/A answers are omitted from scoring (total possible points will vary from shop to shop)
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Question	Score	Answer
Shop date		8/27/2004
Day of Visit	0/0	Friday
Time In		11:00 AM
Associate's LAST name: (REQUIRED)		Smith
Associate's FIRST name: (REQUIRED)		Judy
...Description (Race, gender, approx. age, height, hair):		Caucasian female, early 50's, 5'6", straight blonde hair
You were assigned by the scheduler to:	0/0	N/A

Greeting
60% (15/25)

1. You were greeted within 1 minute of entering the store.	5/5	Yes
2. You were greeted with, "Welcome to XYZ ..."	0/5	No
3. Greeted you with the current advertisement.	0/5	No
4. The associate was professionally dressed and neatly groomed.	5/5	Yes
5. Associate offered their name.	5/5	Yes

Greeting comments: (125 character minimum)

When I entered the store, Judy was in the back. She walked toward me, smiled, made eye contact, said hello, and asked how she could help me. Judy didn't mention the store's name or the current advertisement. She was neat in appearance and well-groomed.



Qualify 60% (15/25)		
1. Associate asked if you had shopped in the store before.	0/5	No
2. Asked who the product was for.	5/5	Yes
3. Asked what was wrong with your current sleep set.	0/5	No
4. Invited you to try several different mattresses to establish your comfort preference (firm bed, soft bed etc.).	5/5	Yes
5. Asked you enough questions to determine your needs.	5/5	Yes
Qualify comments: (100 character minimum)		
<p>Judy did not ask if I had shopped in the store previously, or what was wrong with my mattress. She suggested that I try three different Simmons mattresses, and let her know which one I preferred. Once I had made a decision, Judy had me try three mattresses made by another manufacturer, and asked which one I preferred. She made friendly conversation and asked questions. Judy encouraged me to lie down in different positions, to really test the mattresses.</p>		
Presentation 100% (10/10)		
1. What was the price of the first Queen size bed you were shown?		\$2500
2. Which brand name of bedding did the associate show you first?		Simmons
3. Associate presented a feature and a benefit to solve the problem of why you were replacing your bed.	0/0	N/A
4. Associate was knowledgeable about the construction of the product.	5/5	Yes
5. Associate determined your comfort preference before discussing the features and benefits of the bed.	5/5	Yes
6. Mentioned that one brand was better than another.	0/0	Yes
Presentation comments: (125 character minimum)		
<p>Judy showed me three beds, with prices ranging from \$1600 to \$2500 for a queen set. We didn't discuss price until I had made a selection. Judy didn't ask why I was replacing my current mattress, so she didn't present solutions. She gave a thorough explanation of the features and benefits of the mattresses I liked, after she determined my preference. When Judy showed me the first Simmons mattress, she said that Simmons was the best brand.</p>		



Close 75% (15/20)		
1. Associate tried to close the sale. (Asked if you were ready to make a purchase.)	5/5	Yes
2. You were offered an additional discount to purchase today.	0/5	No
3. Associate provided reasons to buy at their store.	5/5	Yes
4. Based on this experience, would you have purchased a mattress today?	5/5	Yes
Close comments: (125 character minimum)		
<p>After I chose a mattress, Judy told me about the warranty. She offered the Mattress Protection, explained it, and gave a demonstration. When I objected to the price, Judy explained the 0% financing that was available for one or two years. She encouraged me to put 10% down to hold the set, due to the Labor Day weekend sale. Judy said if I didn't place it on hold and they sold out, I might have to wait up to eight weeks for delivery. I was not offered an additional discount to purchase that day.</p> <p>Judy was enthusiastic about the mattress I had selected, and explained its features and benefits in detail. Based on her persuasive presentation, I would have purchased that day.</p>		
The Store 100% (25/25)		
1. When asked, the store was able to deliver the product in less than 48 hours.	5/5	Yes
2. The current sale was advertised on the point of purchase material in the store.	5/5	Yes
3. The outside area was clean and free of trash.	5/5	Yes
4. The sales floor was clean and organized.	5/5	Yes
5. Rank the sales experience on a scale of 1 to 5	5/5	Very easy process
The Store: (150 character minimum)		
<p>Judy told me that the mattress set could be delivered within 48 hours. The current sale was advertised on the windows and in the store. The parking lot and grounds were clean and well-maintained. The sales floor was organized, tidy, and free from debris.</p> <p>Judy's pleasant and easygoing demeanor contributed to my satisfactory experience. She was courteous and attentive.</p>		



SAMPLE REPORT 1

SAMPLE SURVEY SUMMARY REPORT

Companywide Report
1/1/2004 - 12/31/2004

(30 evaluations, Avg Score 77.57%)

Shop date	Various
Day of Visit	3% - Sunday 7% - Monday 17% - Tuesday 17% - Wednesday 17% - Thursday 17% - Friday 23% - Saturday
Time In	Various
Number of Customers	Avg: 1.03
Associate's Name:	Various
...Description (Race, gender, hair, approx. age and height):	Various
Greeting	
1. You were greeted within 10 seconds of entering the store.	93% Yes , 7% No, 0% N/A
2. If you came within 10 feet of an associate, you were acknowledged.	93% Yes , 0% No, 7% N/A
3. You were greeted with the current advertisement.	63% Yes, 37% No , 0% N/A
4. The associate was professionally dressed and neatly groomed.	100% Yes , 0% No, 0% N/A
5. Associate offered their name.	37% Yes, 63% No , 0% N/A



SAMPLE REPORT 2**SAMPLE QUICK RANKING REPORT**

Ranking: Location

(1/1/2004 - 12/31/2004)

Section 1: Greeting
 Section 2: Qualify
 Section 3: Presentation
 Section 4: Close
 Section 5: Cleanliness

Rank	Location ID - Name	Evaluations	Average Score %	S1 %	S2 %	S3 %	S4 %	S5 %
1	301 – Location A	2	95.50	90.0	90.0	100.0	100.0	100.0
2	308 – Location B	1	91.00	100.0	100.0	83.0	75.0	100.0
3	304 – Location C	3	87.33	80.0	100.0	89.0	66.7	100.0
4	315 – Location D	1	87.00	80.0	80.0	100.0	75.0	100.0
4	313 – Location E	1	87.00	100.0	80.0	83.0	75.0	100.0
6	316 – Location F	3	86.67	93.3	75.0	94.3	66.7	100.0
7	318 – Location G	2	82.00	70.0	80.0	80.0	87.5	100.0
8	312 – Location H	2	78.50	90.0	60.0	83.0	62.5	100.0
9	305 – Location I	3	78.00	80.0	66.7	83.0	66.7	100.0
10	302 – Location J	2	76.00	70.0	70.0	66.5	87.5	100.0
11	317 – Location K	2	71.50	77.5	40.0	75.0	75.0	100.0
12	303 – Location L	2	65.00	60.0	50.0	75.0	50.0	100.0
12	310 – Location M	2	65.00	70.0	30.0	83.0	50.0	100.0
14	309 – Location N	2	63.00	70.0	30.0	83.5	37.5	100.0
15	311 – Location O	1	61.00	60.0	40.0	83.0	25.0	100.0
16	314 – Location P	1	52.00	50.0	60.0	40.0	25.0	100.0
All Locations		30	77.57	78.2	66.2	82.7	65.8	100.0



