



Best Buy Selling Skills Mystery Shop

<b>Location</b>	Best Buy	<b>Details</b>	Date of visit:	02/03/2013	Day of visit:	Sunday
	1234 Sample Drive		Time in:	1:06 pm	Time out:	1:28 pm
	Sample City, MN 12345		Dispatch ID:	1234567	February	BBTRU3
	952-999-9999					

SHOPPING REPORT SCORES				Pts Poss	Pts	Percent	Medal
Computers				190	150	78.9%	★★★☆☆
Home Theater				190	137	72.1%	★★☆☆☆
<b>Total Score</b>				<b>380</b>	<b>287</b>	<b>75.5%</b>	★★★☆☆

  

★★★★★	★★★★☆	★★★☆☆	★★☆☆☆	★☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
100 - 96%	95 - 91%	90 - 86%	85 - 81%	80 - 76%	75 - 71%	70 - 0%

Computers		Dept Score: 150 / 190 = 78.9%
<b>John</b> Age: 31 - 35    Hgt: 5'11    Gender <b>M</b> Glasses <b>Y</b> Hair <b>Blonde Short</b>		
Department / Associate Identification		Pts / Poss
Department you evaluated	Computers	
Were you assisted by the same associate in both departments?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Was the associate with whom you interacted wearing a name badge?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
If associate was not wearing a name badge, explain how you obtained the associate's name:	John told me his name.	
What color shirt was the associate with whom you interacted wearing?	<input checked="" type="radio"/> Blue shirt <input type="radio"/> Pink shirt <input type="radio"/> White shirt WITH A BLACK TIE <input type="radio"/> White shirt WITHOUT a black tie <input type="radio"/> Black shirt  <input type="radio"/> Other	
What logo (or logos) were on the associate's clothing or name badge? (Check all that apply.)	<input checked="" type="checkbox"/> Best Buy logo <input type="checkbox"/> Geek Squad logo  <input type="checkbox"/> Vendor logo (such as Canon, LG, Toshiba, Intel, etc.) <input type="checkbox"/> No logo present <input type="checkbox"/> Other logo	

<b>Assistance Time / Working with Multiple Customers</b>		Pts / Poss
Once you entered the department, how long was it until an associate verbally greeted you?	<input type="radio"/> Within 30 seconds <input type="radio"/> 31 secs - 1 min <input type="radio"/> 1:01 - 3 mins <input type="radio"/> 3:01 - 5 mins <input checked="" type="radio"/> Over 5 minutes (greeted after 5 minutes or I had to seek out assistance after waiting 5 minutes)	0 / 10
If you were not verbally greeted within 5 minutes, what were the associates in the area doing?	<input type="checkbox"/> Talking with each other <input checked="" type="checkbox"/> Assisting other customers (either on sales floor or over telephone) <input type="checkbox"/> Performing tasks such as stocking shelves, pricing product, cleaning/straightening <input type="checkbox"/> No associates were in the area <input type="checkbox"/> Other	
Was the associate you worked with also attempting to help other customers at the same time?	Yes      No <input checked="" type="radio"/> <input type="radio"/>	

<b>Welcome and Opening the Sale</b>		Pts / Poss
WARM AND WELCOMING GREETING	<input checked="" type="radio"/> Began interaction in a manner that conveyed genuine ENTHUSIASM (full smile, used eye contact, an energetic/upbeat tone of voice, AND open body language – upright or leaned in towards you, arms uncrossed) <input type="radio"/> Began interaction in a manner that was polite or professional, but there was opportunity for more enthusiasm (either a wider smile, better eye contact, more energetic/upbeat tone of voice, or more open body language) <input type="radio"/> Began conversation in a manner that conveyed he/she was just going through the motions (weak smile/no smile, no eye contact, flat tone of voice, closed body language) OR was impolite	10 / 10
Explain how the associate's greeting conveyed genuine ENTHUSIASM:	John used a very cheerful and energetic tone of voice when he greeted me. His wide smile and tone of voice conveyed that he was genuinely happy to assist me.	
ESTABLISHED RAPPORT WITH GREETING	<input checked="" type="radio"/> Used a greeting to start a person-to-person conversation (e.g., How are you?, What do you think about this weather?, How is your day going?, etc.) AND made effort to engage you in conversation to build rapport <input type="radio"/> Used a greeting to start a person-to-person conversation (e.g., What brings you into Best Buy today?, How can I help you?) BUT DID NOT make an effort to engage you in conversation to build rapport <input type="radio"/> Did NOT use a greeting to start a person-to-person conversation AND DID NOT make an effort to engage you in conversation to build rapport	10 / 10
Explain how your interaction came about and what the associate said/did to begin your interaction.	The computers area was very busy when I arrived. There were three employees who were all busy helping customers. I browsed for a little over five minutes. John finished helping his customer first and immediately walked over to me. He greeted me with a cheerful and energetic tone of voice and said, "Is it still raining cats and dogs out there?"	
Explain how the associate made an effort to engage you in conversation to build rapport.	John began our conversation by discussing the weather, and we talked about how unusual the weather has been this year. He then said, "So, what brings you into Best Buy today?"	

<b>Asking Questions to Understand</b>		Pts / Poss
Did the associate ask questions to understand if you have been shopping elsewhere and/or where you have been shopping? (See examples listed below.)	Yes <input type="radio"/> No <input checked="" type="radio"/>	0 / 10
Did the associate ask OPEN-ENDED questions (questions that cannot be answered with a simple "Yes" or "No") to explore/understand what you are trying to accomplish today? (See examples listed below.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	20 / 20
If Yes, which of the following did the associate ask? Check all that apply. (The associate does NOT need to ask any of the following word-for-word; listen for the spirit of each question versus the exact language.)	<input type="checkbox"/> What would the perfect solution do for you? <input type="checkbox"/> Why are you buying/replacing this product? <input checked="" type="checkbox"/> What would you like this product to do for you? <input checked="" type="checkbox"/> What will you be using the product for? <input type="checkbox"/> Where will you use the product? <input type="checkbox"/> What do you like or dislike about your current product? <input checked="" type="checkbox"/> Who will be using the product? <input checked="" type="checkbox"/> Other	
If Other, please specify:	What kinds of computer games do you like to play?	
Was a paper worksheet or electronic tablet used during the interaction to capture information? (Only answer "Yes" to this question if the associate was obviously using either a clipboard with a worksheet or a tablet to capture information during the interaction.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	
<b>WOW</b>		Pts / Poss
Did the associate encourage you to interact with (hold, touch, operate, etc.) the product?	Yes <input type="radio"/> No <input checked="" type="radio"/>	0 / 10
Did the associate confidently provide information about the products, accessories, and/or services/solutions?	<input checked="" type="radio"/> Thoroughly answered questions (or found someone who could) AND used language that projected high confidence in his/her knowledge <input type="radio"/> There was opportunity to more thoroughly answer questions (or find someone who could) OR there was opportunity to project higher confidence in his/her knowledge <input type="radio"/> Did NOT thoroughly answer questions (and did not find someone who could) OR projected low confidence in his/her knowledge	10 / 10
Did the associate explain the product features, actions and benefits in a way that was appropriate for your level of technical knowledge and experience?	Yes <input checked="" type="radio"/> No <input type="radio"/>	10 / 10
Explain what the associate said and did to demonstrate and share his/her product knowledge with you.	After John determined that I just wanted an inexpensive laptop that my family and I could use for email, storing pictures, and simple computer games, he walked me to a few laptops on display and pointed out some features of each. I noticed a few less expensive laptops that he didn't acknowledge, so I asked why the least expensive laptop wouldn't work for my needs. John explained that those laptops only had 2 GB of memory, and since a computer needs 2 GB of memory just to run the operating system in the background, another GB of memory is needed to smoothly run programs like Outlook. He further explained that those computers didn't offer the kind of hard drive space I would need to store pictures, since on average, 200 pictures would take up 1 GB of space.	

Selling the Solution		Pts / Poss
RECOMMENDED A COMPLETE SOLUTION	<input checked="" type="radio"/> Recommended a primary product (a specific brand or model of the main product you asked about) AND at least one other complementary product, accessory, or service that could be added to your purchase of the primary product (see examples listed below) <input type="radio"/> Recommended a primary product OR at least one other complementary product, accessory, or service that could be added to your purchase of the primary product (see examples listed below) <input type="radio"/> Did NOT recommend a primary product AND DID NOT recommend at least one other complementary product, accessory, or service that could be added to your purchase of the primary product	20 / 20
What additional products, accessories, or services did the associate suggest? Check all that apply. (Full points will be given if AT LEAST ONE of the following is suggested. "None of the above" = 0 points.)	<input checked="" type="checkbox"/> Complementary product (e.g., Blu-ray player if shopping for a TV, etc.) <input checked="" type="checkbox"/> Accessory to use with product or to hook products together <input checked="" type="checkbox"/> Content (movies, software, digital subscriptions such as Netflix, iTunes gift cards, etc.) <input type="checkbox"/> Installation/in-home services (home networking, home theater set up, etc.) <input type="checkbox"/> Delivery <input checked="" type="checkbox"/> Geek Squad Protection (service plans which can cover repair needs for a fixed amount of time) <input checked="" type="checkbox"/> Geek Squad Tech Support (a plan which covers assistance with questions, training or software issues and installation) <input type="checkbox"/> Connection Services (internet service for TV/computer/phone or cable/satellite television service) <input type="checkbox"/> None of the above	10 / 10
Did the associate explain how the complete solution (the primary product AND at least one other complementary product, accessory, or service) would meet your stated needs? (NOTE: Answer "No" if associate did not ask enough questions to understand your specific needs.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	20 / 20
Explain how the associate did or did not explain how the complete solution (the primary product AND at least one other complementary product, accessory, or service) would meet your stated needs.	John recommended an Acer laptop that he said would do everything I planned to use the computer for. John remembered that I wanted to use the computer for storing pictures, and he asked me more questions about what I like to do with those pictures. I shared that I loved to often switch out the pictures that I display in my home, but that I never seem to have time to order them. John explained how easy and inexpensive it is now to buy a photo printer and stressed the convenience of printing my pictures whenever I wanted.	
What additional benefits/programs did the associate mention? Check all that apply. (Full points will be given if AT LEAST ONE of the following is mentioned. "None of the above" = 0 points.)	<input type="checkbox"/> Reward Zone (loyalty program that offers points for every dollar spent at Best Buy) <input type="checkbox"/> Financing <input type="checkbox"/> In-store Trade-in Program (offer Best Buy gift cards in exchange for gently used electronics) <input checked="" type="checkbox"/> None of the above	0 / 10
Did the associate ask for the sale? (See examples listed below for acceptable ways of asking for the sale.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	20 / 20

<p>If Yes, indicate how the associate asked for the sale. Check all that apply.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Asked if you wanted to purchase the product today</li> <li><input checked="" type="checkbox"/> Assumed sale by asking if you needed certain products/services to go along with your primary product</li> <li><input type="checkbox"/> Asked if he/she could get you a cart for the product</li> <li><input type="checkbox"/> Asked if he/she could bring the product to the register for you</li> <li><input type="checkbox"/> Asked if you wanted to put the product on your Best Buy credit card</li> <li><input type="checkbox"/> Offered to order the product for you on www.bestbuy.com</li> <li><input type="checkbox"/> Offered to check if a nearby Best Buy store had the product in stock (if product was out of stock at that location)</li> <li><input type="checkbox"/> Other</li> </ul>	
<p>When you told the associate that you were not ready to purchase today, how did he/she react?</p>	<ul style="list-style-type: none"> <li><input checked="" type="radio"/> Reacted with a positive attitude (maintained friendly voice, didn't criticize) AND tried to find out why you were not ready to purchase</li> <li><input type="radio"/> Reacted with a positive attitude, BUT did NOT try to find out why you were not ready to purchase</li> <li><input type="radio"/> DID NOT react with a positive attitude OR continued to ask for the sale in a pushy manner</li> </ul>	10 / 10
<p><b>Appreciation</b></p>		<p>Pts / Poss</p>
<p>WARM CLOSING</p>	<ul style="list-style-type: none"> <li><input checked="" type="radio"/> Closed your interaction in a manner that conveyed genuine ENTHUSIASM (full smile, used eye contact, an energetic/upbeat tone of voice, AND open body language – upright or leaned in towards you, arms uncrossed)</li> <li><input type="radio"/> Closed your interaction in a manner that was polite or professional, but there was opportunity for more enthusiasm (either a wider smile, better eye contact, more energetic/upbeat tone of voice, or more open body language)</li> <li><input type="radio"/> Closed your interaction in a manner that conveyed he/she was just going through the motions (weak smile/no smile, no eye contact, flat tone of voice, closed body language) OR was impolite or abrupt</li> </ul>	10 / 10
<p>Explain how the associate's closing conveyed genuine ENTHUSIASM:</p>	<p>When I told John that I needed to speak with my husband before I went ahead with the purchase, he said in a cheerful tone of voice that he "didn't blame me" because he understood that I wanted to be sure to make the right decision. From beginning to end, John consistently maintained good eye contact, used a lot of gestures that conveyed excitement about what he was talking about, and kept his upbeat, energetic tone of voice.</p>	
<p>Explain how the interaction ended and what the associate said/did to close your interaction.</p>	<p>John tried to find out a bit more about why I wasn't ready to purchase by asking if there were any other questions or things we could talk about so I had all the information I needed when talking it over with my husband. When I told him that I felt he had done a good job of educating me, he said with a smile and an upbeat tone of voice, "Great! Well, thanks for coming in today and stay dry out there!" (It was raining.)</p>	

**Molly** Age: 26 - 30 Hgt: 5'4 - 5'5 Gender **F** Glasses **N** Hair **Black Long**

<b>Department / Associate Identification</b>		Pts / Poss
Department you evaluated	Home Theater (TVs)	
Were you assisted by the same associate in both departments?	Yes <input type="radio"/> No <input checked="" type="radio"/>	
Was the associate with whom you interacted wearing a name badge?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
What color shirt was the associate with whom you interacted wearing?	<input checked="" type="radio"/> Blue shirt <input type="radio"/> Pink shirt <input type="radio"/> White shirt WITH A BLACK TIE <input type="radio"/> White shirt WITHOUT a black tie <input type="radio"/> Black shirt  <input type="radio"/> Other	
What logo (or logos) were on the associate's clothing or name badge? (Check all that apply.)	<input checked="" type="checkbox"/> Best Buy logo <input type="checkbox"/> Geek Squad logo  <input type="checkbox"/> Vendor logo (such as Canon, LG, Toshiba, Intel, etc.) <input type="checkbox"/> No logo present <input type="checkbox"/> Other logo	
<b>Assistance Time / Working with Multiple Customers</b>		Pts / Poss
Once you entered the department, how long was it until an associate verbally greeted you?	<input type="radio"/> Within 30 seconds <input type="radio"/> 31 secs - 1 min <input checked="" type="radio"/> 1:01 - 3 mins <input type="radio"/> 3:01 - 5 mins <input type="radio"/> Over 5 minutes (greeted after 5 minutes or I had to seek out assistance after waiting 5 minutes)	2 / 10
Was the associate you worked with also attempting to help other customers at the same time?	Yes <input type="radio"/> No <input checked="" type="radio"/>	

<b>Welcome and Opening the Sale</b>		Pts / Poss
WARM AND WELCOMING GREETING	<ul style="list-style-type: none"> <li><input type="radio"/> Began interaction in a manner that conveyed genuine ENTHUSIASM (full smile, used eye contact, an energetic/upbeat tone of voice, AND open body language – upright or leaned in towards you, arms uncrossed)</li> <li><input checked="" type="radio"/> Began interaction in a manner that was polite or professional, but there was opportunity for more enthusiasm (either a wider smile, better eye contact, more energetic/upbeat tone of voice, or more open body language)</li> <li><input type="radio"/> Began conversation in a manner that conveyed he/she was just going through the motions (weak smile/no smile, no eye contact, flat tone of voice, closed body language) OR was impolite</li> </ul>	5 / 10
Explain how the associate's greeting was polite/professional, but not fully upbeat/enthusiastic:	Molly's tone of voice was nice and polite, but not upbeat or energetic.	
ESTABLISHED RAPPORT WITH GREETING	<ul style="list-style-type: none"> <li><input checked="" type="radio"/> Used a greeting to start a person-to-person conversation (e.g., How are you?, What do you think about this weather? How is your day going?, etc.) AND made an effort to engage you in conversation to build rapport</li> <li><input type="radio"/> Used a greeting to start a person-to-person conversation (e.g., What brings you into Best Buy?, How can I help you?) BUT DID NOT make an effort to engage you in conversation to build rapport</li> <li><input type="radio"/> Did NOT use a greeting to start a person-to-person conversation AND DID NOT make an effort to engage you in conversation to build rapport</li> </ul>	10 / 10
Explain how your interaction came about and what the associate said/did to begin your interaction.	As I was pretending to read the product tags by a wall of LCD TVs, Molly approached. She smiled at me and said, "Hello. How are you?" As soon as I answered her, she said, "I see you're wearing a U of M sweatshirt. My brother just got accepted there. What do you think about that school?"	
Explain how the associate made an effort to engage you in conversation to build rapport.	After Molly asked about my college sweatshirt, we began talking about the school. She asked me a few questions about the campus and my experiences there. It was pleasant talking with her.	

Asking Questions to Understand		Pts / Poss
Did the associate ask questions to understand if you have been shopping elsewhere and/or where you have been shopping? (See examples listed below.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	10 / 10
If Yes, which of the following did the associate ask? Check all that apply. (The associate does NOT need to ask any of the following word-for-word; listen for the spirit of each question versus the exact language.)	<input checked="" type="checkbox"/> What research have you done? <input checked="" type="checkbox"/> What have you seen elsewhere that you've liked? <input type="checkbox"/> Have you looked at other retailers? <input type="checkbox"/> Have you been on any websites? <input type="checkbox"/> Other	
Did the associate ask OPEN-ENDED questions (questions that cannot be answered with a simple "Yes" or "No") to explore/understand what you are trying to accomplish today? (See examples listed below.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	20 / 20
If Yes, which of the following did the associate ask? Check all that apply. (The associate does NOT need to ask any of the following word-for-word; listen for the spirit of each question versus the exact language.)	<input type="checkbox"/> What would the perfect solution do for you? <input checked="" type="checkbox"/> Why are you buying/replacing this product? <input type="checkbox"/> What would you like this product to do for you? <input type="checkbox"/> What will you be using the product for? <input checked="" type="checkbox"/> Where will you use the product? <input type="checkbox"/> What do you like or dislike about your current product? <input type="checkbox"/> Who will be using the product? <input checked="" type="checkbox"/> Other	
If Other, please specify:	How big is your living room?	
Was a paper worksheet or electronic tablet used during the interaction to capture information? (Only answer "Yes" to this question if the associate was obviously using either a clipboard with a worksheet or a tablet to capture information during the interaction.)	Yes <input type="radio"/> No <input checked="" type="radio"/>	
<b>WOW</b>		Pts / Poss
Did the associate encourage you to interact with (hold, touch, operate, etc.) the product?	Yes <input type="radio"/> No <input checked="" type="radio"/>	0 / 10
Did the associate confidently provide information about the products, accessories, and/or services/solutions?	<input checked="" type="radio"/> Thoroughly answered questions (or found someone who could) AND used language that projected high confidence in his/her knowledge <input type="radio"/> There was opportunity to more thoroughly answer questions (or find someone who could) OR there was opportunity to project higher confidence in his/her knowledge <input type="radio"/> Did NOT thoroughly answer questions (and did not find someone who could) OR projected low confidence in his/her knowledge	10 / 10
Did the associate explain the product features, actions and benefits in a way that was appropriate for your level of technical knowledge and experience?	Yes <input checked="" type="radio"/> No <input type="radio"/>	10 / 10
Explain what the associate said and did to demonstrate and share his/her product knowledge with you.	I asked Molly which brand of TV she would recommend and why. She immediately took me to a Sharp Plasma TV on display and said that Sharp offered a great picture at a great price. She continued to say that for great picture quality, you couldn't go wrong with "the three S's - Sharp, Sony, or Samsung." She led me to several different TVs on display and showed me the differences in the picture quality and brightness levels. She pointed out how peoples' faces can look a little orange instead of a normal skin color, and she showed me how easy it was to adjust the screen on the Sharp TV she recommended.	



Selling the Solution		Pts / Poss
RECOMMENDED A COMPLETE SOLUTION	<input checked="" type="radio"/> Recommended a primary product (a specific brand or model of the main product you asked about) AND at least one other complementary product, accessory, or service that could be added to your purchase of the primary product (see examples listed below) <input type="radio"/> Recommended a primary product OR at least one other complementary product, accessory, or service that could be added to your purchase of the primary product (see examples listed below) <input type="radio"/> Did NOT recommend a primary product AND DID NOT recommend at least one other complementary product, accessory, or service that could be added to your purchase of the primary product	20 / 20
What additional products, accessories, or services did the associate suggest? Check all that apply. (Full points will be given if AT LEAST ONE of the following is suggested. "None of the above" = 0 points.)	<input checked="" type="checkbox"/> Complementary product (e.g., Blu-ray player if shopping for a TV, etc.) <input checked="" type="checkbox"/> Accessory to use with product or to hook products together <input type="checkbox"/> Content (movies, software, digital subscriptions such as Netflix, iTunes gift cards, etc.) <input type="checkbox"/> Installation/in-home services (home networking, home theater set up, etc.) <input type="checkbox"/> Delivery <input type="checkbox"/> Geek Squad Protection (service plans which can cover repair needs for a fixed amount of time) <input type="checkbox"/> Geek Squad Tech Support (a plan which covers assistance with questions, training or software issues and installation) <input type="checkbox"/> Connection Services (internet service for TV/computer/phone or cable/satellite television service) <input type="checkbox"/> None of the above	10 / 10
Did the associate explain how the complete solution (the primary product AND at least one other complementary product, accessory, or service) would meet your stated needs? (NOTE: Answer "No" if associate did not ask enough questions to understand your specific needs.)	Yes <input type="radio"/> No <input checked="" type="radio"/>	0 / 20
Explain how the associate did or did not explain how the complete solution (the primary product AND at least one other complementary product, accessory, or service) would meet your stated needs.	After asking questions to understand my home's layout and where the TV would be used, Molly pointed out that it would be easier to see the TV from the kitchen if I purchased a tilt and swivel wall mount. However, she never explained why her recommendation of the Sharp TV specifically fit my needs; she only said that it was her recommended brand because she liked the picture quality.	
What additional benefits/programs did the associate mention? Check all that apply. (Full points will be given if AT LEAST ONE of the following is mentioned. "None of the above" = 0 points.)	<input checked="" type="checkbox"/> Reward Zone (loyalty program that offers points for every dollar spent at Best Buy) <input checked="" type="checkbox"/> Financing <input type="checkbox"/> In-store Trade-in Program (offer Best Buy gift cards in exchange for gently used electronics) <input type="checkbox"/> None of the above	10 / 10
Did the associate ask for the sale? (See examples listed below for acceptable ways of asking for the sale.)	Yes <input checked="" type="radio"/> No <input type="radio"/>	20 / 20

<p>If Yes, indicate how the associate asked for the sale. Check all that apply.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Asked if you wanted to purchase the product today</li> <li><input checked="" type="checkbox"/> Assumed sale by asking if you needed certain products/services to go along with your primary product</li> <li><input type="checkbox"/> Asked if he/she could get you a cart for the product</li> <li><input type="checkbox"/> Asked if he/she could bring the product to the register for you</li> <li><input type="checkbox"/> Asked if you wanted to put the product on your Best Buy credit card</li> <li><input type="checkbox"/> Offered to order the product for you on www.bestbuy.com</li> <li><input type="checkbox"/> Offered to check if a nearby Best Buy store had the product in stock (if product was out of stock at that location)</li> <li><input checked="" type="checkbox"/> Other</li> </ul>	
<p>If Other, please specify:</p>	<p>Asked if I wanted her to check available delivery times</p>	
<p>When you told the associate that you were not ready to purchase today, how did he/she react?</p>	<ul style="list-style-type: none"> <li><input type="radio"/> Reacted with a positive attitude (maintained friendly voice, didn't criticize) AND tried to find out why you were not ready to purchase</li> <li><input checked="" type="radio"/> Reacted with a positive attitude, BUT did NOT try to find out why you were not ready to purchase</li> <li><input type="radio"/> DID NOT react with a positive attitude OR continued to ask for the sale in a pushy manner</li> </ul>	5 / 10
<p><b>Appreciation</b></p>		<p>Pts / Poss</p>
<p>WARM CLOSING</p>	<ul style="list-style-type: none"> <li><input type="radio"/> Closed your interaction in a manner that conveyed genuine ENTHUSIASM (full smile, used eye contact, an energetic/upbeat tone of voice, AND open body language – upright or leaned in towards you, arms uncrossed)</li> <li><input checked="" type="radio"/> Closed your interaction in a manner that was polite or professional, but there was opportunity for more enthusiasm (either a wider smile, better eye contact, more energetic/upbeat tone of voice, or more open body language)</li> <li><input type="radio"/> Closed your interaction in a manner that conveyed he/she was just going through the motions (weak smile/no smile, no eye contact, flat tone of voice, closed body language) OR was impolite or abrupt</li> </ul>	5 / 10
<p>Explain how the associate's closing was polite/professional, but not fully upbeat/enthusiastic:</p>	<p>Molly remained nice and polite throughout our interaction, even after I told her I wouldn't be purchasing today. Molly's tone of voice was steady and pleasant; she never used an enthusiastic or energetic tone of voice.</p>	
<p>Explain how the interaction ended and what the associate said/did to close your interaction.</p>	<p>When I told Molly I wouldn't be purchasing today, she gave me a magazine that she said was free of charge and would help me make my decision. She closed with, "I hope to see you back soon."</p>	