

Formalwear Consultant Name			
City		Store	
Day		Date	/ /
Total Score			

A PHONE PRESENTATION SHOULD BE DONE CHRONOLOGICALLY IN THE FOLLOWING ORDER

1. GREETINGYESNOPOINTS

Goal: To sound friendly and enthusiastic.

Did the consultant answer the phone promptly?			(3)
“Good (morning, afternoon or evening) this is (name) thank you for calling Tuxedo Junction”			
Could you "hear the smile" in the consultant’s tone of voice? Did they have a friendly attitude?			(5)
If asked "How late are you open " or any other closed-ended question, did the consultant answer the question and then ask if there was anything they could help you with over the phone? (this is a "take-away")			(10)

2. PROBING (fact-finding)

Goal: To engage the customer in conversation and find out why they are calling.

Did the consultant ask what type of event you need formalwear or suits for?			(4)
Did the consultant say “congratulations” and ask your name?			(5)
Did the consultant ask when the event is taking place?			(3)
Did the consultant ask how many tuxedos/suits would be needed?			(3)
Did they mention we now sell suits in 13 colors?			(3)
Did the consultant ask about out-of-town attendants?			(3)

3. TUXEDO JUNCTION F. A. C. T. S. (Why should the caller come to Tuxedo Junction?)

Goal: To have them feel that we are far superior then our competition, hopefully they will not want to call them after speaking with you.

F.	Did the consultant explain how we handle out of town attendants?			(5)
A.	Did they explain Attention to Detail/Second Fittings?			(5)
C.	Did they ask about color and mention with over 50 colors we can coordinate with any bridesmaid gown?			(5)
T.	Did the consultant talk about Tuxedo Junction Exclusive designs such as; Ike Behar, Allure, etc.			(5)
S.	Did they mention that we specialize in Tuxedos and wedding Suits - that’s all we do!			(5)

4. EXPLANATION OF SPECIAL PRICING

Goal: To let them know we have a great promotion.

Did the consultant explain the pricing options that are currently available to you and create urgency by telling you when the special ends? Did they make the customer feel like this was a great deal? (Should not give breakdown of rental prices!)			(15)
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5. CLOSE

Goal: To hopefully to get them to book over the phone or at least get their name and address to follow up on.

Did the consultant either attempt to set up a visit, <u>or</u> ask you to register over the phone?			(10)
Did they ask if you would like a free swatch sent to you while you were looking in an attempt to get your lead information?			(10)
Did they thank you for calling and say they were looking forward to working with you?			(3)
Did they ask if you have any further questions?			(3)
Would you feel “eager” to visit our store?			(10)