



WEDDING PRESENTATION MYSTERY SHOPPER'S REPORT

City _____ Store _____

Date ____/____/____ Time In _____ Time Out _____

- Approximate number of customers (include yourself) _____
- Number of visible employees _____
- Appearance of store on scale of 1 – 10 _____
- What don't you like?

CONSULTANT INFORMATION

The Consultant Information should be on the consultant that you had the primary interaction with.

Name of Consultant _____

Gender ☐ Male ☐ Female

Hair Color _____

Age (in decades) _____

Approx Height _____ ft. _____ in.

Scoring

()/101
()/3 Bonus
()/104 Total

TOTAL SCORE

(80% is passing)

A WEDDING PRESENTATION SHOULD BE DONE CHRONOLOGICALLY IN THE FOLLOWING ORDER

OPENING THE SALE (8 POINTS)

GOAL: To break down resistance and establish a person-to-person relationship. Also, to have a professional appearance, so you have credibility and customers feel you look trustworthy.

	<u>YES</u>	<u>NO</u>	<u>POINTS</u>
1. Was the music at an appropriate level?	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Was the consultant dressed in professional attire?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (3)
Consultant (male or female) should be dressed in professional attire (not business casual) including a jacket and tie for male consultants. A skirt and blouse are acceptable for female consultants. What was the consultant wearing? _____ _____			
3. Was the consultant wearing a name badge?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
4. What was the consultant doing when you walked in?			_____ _____
5. Did the consultant verbally greet you?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (3)
"Can I help you" is unacceptable. How were you greeted/acknowledged by the consultant? _____ _____			
			POINTS _____/8

PROBING (FACT-FINDING QUESTIONS) (12 POINTS)

GOAL: To determine what the customer wants and why they want it; to establish their trust in you. They also assist you to determine the most appropriate merchandise to satisfy their wedding needs to make their day special.

	<u>YES</u>	<u>NO</u>	<u>POINTS</u>
1. Did the consultant ask you your wedding date?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
2. Did the consultant ask you how many attendants are in your wedding party?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
3. Did the consultant ask you the colors of your bridesmaids' gowns/bride's gown?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
4. Did the consultant ask you if there are any fathers or a ringbearer that needs tuxedo or suit?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
5. Did the consultant ask you if there are any out-of-town attendants?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
6. Did the consultant ask you if you wanted a tuxedo (or Wedding Suit) or color in mind or any specific look you are going for?	<input type="checkbox"/>	<input type="checkbox"/>	_____ (2)
			POINTS _____/12

DEMONSTRATION (22 POINTS)

GOAL: To establish the value of the merchandise in the customer's mind and to create a desire within the customer to want the merchandise NOW.

- | | <u>YES</u> | <u>NO</u> | <u>POINTS</u> |
|---|--------------------------|--------------------------|---------------|
| 1. Did the consultant properly display the merchandise you were interested in, rather than merely point to the merchandise? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| 2. Did consultant explain and show you the difference between a tuxedo and a Wedding Suit? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| 3. If you wanted a suit look, did they offer you the choice to purchase a suit and "Buy or Borrow?" | <input type="checkbox"/> | <input type="checkbox"/> | _____ (2) |
| 4. Did the consultant ask your input and opinions about the merchandise? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| 5. Did the consultant explain <u>feature</u> and <u>benefits</u> of merchandise you were interested in? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |

Features are characteristics "built in" about a product. The benefits are what the product and features can do for the customer. In other words – it is the "bonus" received from using the features. A customer usually buys benefits, not necessarily features. A customer will tend to buy "what it does" as opposed to "what it is".

Examples:

Feature – coat with a satin lapel / Benefit – more formal.

Feature – 100% Worsted wool / Benefit – more comfortable than polyester

Feature - Super 100's wool/ Benefit – softer feel

- | | | | |
|--|--------------------------|--------------------------|-----------|
| 6. Did consultant recommend that you include shoes and create a need for them explaining how their photos will look and that we include them with rentals? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (2) |
| 7. Did the consultant show different options with different vests and ties? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (2) |
| 8. Did the consultant demonstrate your choices with you by putting together a specific "visual look" for your wedding party? (Such as coats, vests, shoes, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | _____ (2) |
| 9. Did the consultant offer "finishing touches" by offering accessories to add such as <u>socks</u> , cufflinks, pocket squares, lapel pins, suspenders, belts etc.? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (2) |

POINTS _____/22

SERVICES THE COMPANY OFFERS (18 POINTS) (3 BONUS POINTS)

GOAL: To set Tuxedo Junction apart from our competition and to show the customer how our services will benefit them. "The TJ F.A.C.T.S.

- | | <u>YES</u> | <u>NO</u> | <u>POINTS</u> |
|--|--------------------------|--------------------------|------------------|
| 1. Did the consultant go over any other of these items?
If yes, check all that apply: | | | |
| F. Formalwear Anywhere For Out of Town Attendants | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| We deal with out of town attendants every day. Your guys can be measured where they live, submit their measurements and a coordinated outfit that you choose will be waiting upon their arrival. Did they explain the importance of getting tuxedos in the city where the ceremony is? | | | |
| A. Attention to Detail | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| As part of our service, we require each attendant in your wedding party to have a Second Fitting a few days before your ceremony to ensure a proper fit. | | | |
| C. Color Coordination | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| With over 50 accessories available we can easily compliment with any bridesmaid gown. | | | |
| T. TJ'S Exclusive Designers | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| We have designs from Eric Lawrence, Bruno Magli, Allure, Ben Sherman, and Ike Behar. | | | |
| S. Specialists | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| Men's Wedding Clothing-that's all we do!! We don't sell jeans, sweaters, etc. We focus only on your wedding formalwear. | | | |
| 2. Bonus, Did the consultant mention any additional services:
If yes, check all that apply: | | | |
| • Largest Selection of sizes 3-70 | <input type="checkbox"/> | <input type="checkbox"/> | _____ (+1 bonus) |
| • Email and Text notice when your outfit arrives | <input type="checkbox"/> | <input type="checkbox"/> | _____ (+1 bonus) |
| • My Wedding Planner online | <input type="checkbox"/> | <input type="checkbox"/> | _____ (+1 bonus) |
| 3. Did the Consultant address your specific objection? | <input type="checkbox"/> | <input type="checkbox"/> | _____ (3) |
| (Do not use price as an objection) | | | |
| The consultant should be able to address and overcome your objection through appropriate suggestions, product knowledge, offering alternatives, reinforcing convenience, versatility, desired "look" etc. | | | |

Please state your objection and what the consultant's response was.

POINTS _____/18

CLOSING THE SALE (13 POINTS)

GOAL: The salesperson's INTENT to close the sale is the most important thing. Either register the wedding or give them a real good reason to come back. Follow up can only be done if we get information down on paper (a "potential").

	<u>YES</u>	<u>NO</u>	<u>POINTS</u>
1. Did the consultant attempt to obtain a deposit or pay in full? <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ (4)
2. Did the consultant attempt to complete a wedding planner with you and ask for a future "visit" to the store? <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ (4)
3. Did the consultant <u>create urgency</u> by letting you know when the special pricing expires (the wedding special and pricing options should be mentioned at the END of the presentation) <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ (4)
4. Did the consultant give you information or literature? If yes, check all that apply.			
a. Business Card <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ (1)
b. My Wedding Planner Flyer			
c. Catazine			
d. Other _____			

POINTS _____/13

LASTING IMPRESSIONS (27 POINTS)

	<u>YES</u>	<u>NO</u>	<u>POINTS</u>
1. Did the consultant make you feel "important" and "have fun" with you when planning for the special day? <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ (5)

Do you feel the consultant's enthusiasm and passion for the product was shared with you? Your experience at Tuxedo Junction should be "fun" as you prepare for the special day. The consultant should have an upbeat attitude as they assist you.

_____ (22)

[illegible][illegible]