

HAMLYN

MYSTERY SHOP



The greatest opportunity today is the improvement of sales skills and consistent follow-up by salespeople. You can dramatically increase sales and occupancy with the Hamlyn Mystery Shop Program - a powerful cost-effective tool that measures and sharpens your sales team's interactions with prospects to drive more move-ins to your community.



Marybeth Vento,
Client Account Specialist

Hamlyn's Mystery Shop report shows salespeople what they do well and where they need to grow. It underscores how to deliver quality customer service and can form the basis for a customized sales training program cost-effectively focused on exactly what each sales counselor needs.

Real-World Results Pinpoint Needs

Posing as prospects, our seasoned senior-industry professionals inquire about your community through your web page, by phone and in person. You'll receive a detailed, strategic report on how each salesperson is doing and where specific training can dramatically improve sales performance.

Using a timeline to track all correspondence (online, telephone, face-to-face) between your community and the mystery shopper, Hamlyn evaluates the:

1. Web Page

- Ease in locating the community using search engines
- Rates the ease or difficulty in finding key elements of the website
- Ability to request information online and receive the information electronically

2. Telephone Experience

- Answering style and information contained in the greeting
- Length of time for a sales representative to get back to reply to your voice message
- Description of the sales representative's sales technique including discovery, incentives, and next actions

3. Sales Person Face-to-Face

- Discovery questions asked and handling objections
- Presentation and tour tailored to needs
- Concepts explained (entrance fee, monthly fee, value of community, etc.)
- Closing attempts, incentive discussion and follow-up

4. Brochure

- Length of time to receive
- Quality, information provided
- Form letter and/or personal note
- Length of time to receive follow-up call after brochure

What We Have Found:

Send requested information within 5 days?

- 30% took 12+ days

Follow up within 5 days after information is sent?

- 73% failed to follow up within 12 days

Return voice mail messages?

- 22% not returned within 7 days

**Findings from Hamlyn's research of 55 continuing care retirement communities in Pennsylvania.*

To See How Hamlyn's Mystery Shop Program Can Improve Your Community,

Call: (856) 857-0800

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or Visit HamlynMarketing.com