

Mystery Shopper



This is an excellent tool for training employees and revising advertising and sales strategies.

What is Mystery Shopping?

The shopper is scheduled to come to your store sometime during the busy season. You don't know when they are coming or who the shopper is, hence the term "mystery shopper." After the visit, a report is generated specifically for your store(s) that compares your store to all other hearth, patio and barbecue stores that were shopped.

The Mystery Shopper will...

Based on a set of criteria that is specifically designed for hearth, patio and barbecue retail stores, the shopper will:

- Make a pre-visit phone call*
- Assess Store Environment*
- Assess Customer needs*
- Assess Product Knowledge/Salesmanship*
- Assess Sales Person's Closing Techniques*
- Give overall impressions*



Sign up by July 16

Call OHPBA 503-585-8254

Special member only price: \$50.00

**A benefit for
OHPBA members**



Mystery Shopper



Sign my Company up for Mystery Shopping!

Please complete one application PER STORE location

Company Name _____

Store Name (on sign if different) _____

Owner/Contact Name _____ Title _____

Street Address _____ City _____ State _____ Zip _____

Phone # (customers would use) _____ Fax _____

Owner/Contact email _____

OHPBA Member Price: \$50 (per Mystery Shopper visit, per store)*

\$50 X number stores* _____ X number of visits _____ = Total _____

Enclosed \$ _____ or Please send invoice attention _____

Please remit to: "Oregon Hearth, Patio & Barbecue Association"

PO Box 135
Salem, OR 97308

* Your store can be shopped more than once and/or you can have your other stores shopped, but each store must be an OHPBA member.

Payment and Form Due by Friday, July 16

FAX: 503-585-8547

Questions: 503-585-8254