

THE MYSTERY SHOPPER CONTEST



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This contest will once again take place at the
Empire State Plaza Auto Show
Oct. 31 - November 3, 2013

Get your appointment books out for all those Auto Show leads and make sure you are at your professional best! We will be awarding **\$100 prizes** to the winning dealership salespeople each day as well as an award certificate and recognition in our monthly newsletter, *Dealer Vantage* and in the Saturday edition of Times Union Autos on Nov. 17th.

SHOW HOURS:

THURS. OCT. 31

9 AM - 5 PM

FRI. NOV. 1

9 AM - 8 PM

SAT. NOV. 2

10 AM - 6 PM

SUN. NOV. 3

11 AM - 5:30 PM

Judging for the Mystery Shopper Contest will be based on the following criteria:

- Greeting
- Professional Appearance
- Getting to Know the Customer
- Identifying the Customer's Needs
- Product Knowledge/Feature Presentation
- Building Manufacturer Value
- Eagerness to Help the Customer
- Attempting to get personal information or set-up an appointment

Salespeople will automatically be entered in the Mystery Shopper Contest each day when they sign in for the show at the ENYCAR Show Information/Dealer Services Booth. You can also pick up your name badge and enter the sales participation drawings at the same time. Good Luck!

For more information:

Contact **Shawna** at **518-452-0584** or
Shawna@enycar.org.

Thank You, Times Union!

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