

THE MYSTERY SHOPPER CONTEST



SPONSORED BY THE TIMES UNION

This contest will once again take place at the Albany Auto Show at the Times Union Center
March 7-9, 2014

Get your appointment books and business cards 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 March 15th edition of Times Union Autos.

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 buyer 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 Dealer Services Booth on the Concourse. You can also pick up your name badge at the same time. Brush up on your car show selling skills by visiting enycar.org and finding a quick how to at the bottom of the Member Resources page. Use password enycar3. Good Luck!

For more information:

Contact **Shawna Scoville** at shawna@enycar.org
or call **518-452-0584** x204.

Thank You Times Union!

SHOW HOURS:

FRI. MAR. 7

11 PM - 7 PM

SAT. MAR. 8

10 AM - 7 PM

SUN. MAR. 9

10 AM - 5 PM

