

CSS Unannounced Performance Evaluation

Rental Employees

	Industry Average	Trained Reps	% Imporv.
Rental Evaluation			
Did the Rental Person:	% Yes	% Yes	+/-
Clearly state their name?	39.7%	81.7%	105.8%
Ask if they could help the customer?	14.8%	91.7%	519.6%
Reframe from being rude or making inappropriate statements?	68.6%	97.4%	42.0%
Ask for detailed customer information?	13.4%	99.2%	640.3%
Ask permission to place customer on hold or to wait while looking up information?	R	98.7%	#VALUE!
Ask good diagnostic questions regarding the customer's needs?	37.5%	91.4%	143.7%
Offer correct information regarding the rental equipment requested?	11.0%	87.4%	694.5%
Ask what type of operation the rental would be used in?	28.0%	83.5%	198.2%
Ask if the customer could provide a certificate of insurance?	67.3%	91.2%	35.5%
Clearly explain the terms and conditions of the rental?	22.1%	87.7%	296.8%
Convince the customer that they had good product knowledge?	8.7%	81.2%	833.3%
Offer to have an account set up for the customer	56.4%	89.7%	59.0%
Ask for the order?	16.2%	85.4%	427.2%
AVERAGE PERCENTAGE GRADE	32.0%	89.7%	180.6%

Source: Industry Average = 1,000 reps recorded and Evaluated from every major manufacturer by Creative Sales Solutions

Trained Reps = 1,000 parts Reps trained by Creative Sales Solutions