



2017 Mystery Shopper Program

Dear Group Retail Clients:

It's been over 16 years since the roll-out of The Garden Center Group Mystery Shopper Program.

Over 3,000 shops have been completed that form the basis for great customer service benchmarking. To leverage the greatest return from this Group Exclusive Program, you should establish a positive team approach and use program's reports to build incentives for improving your store's customer experience! Need ideas, just give us a call!

For those who have never participated in the Group Mystery Shop Program, and a refresher for those who have, here are the details.

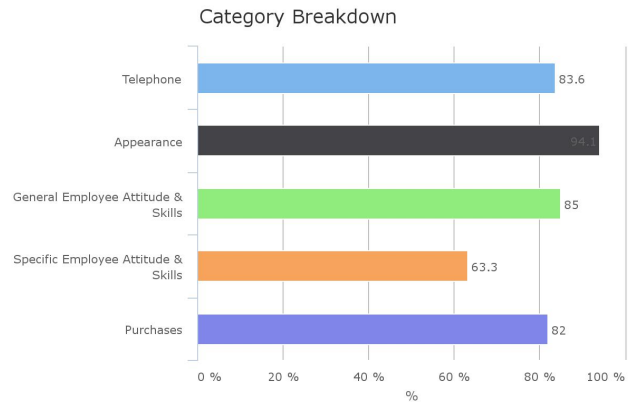
- ✓ A successful mystery shopper program is done frequently enough for your associates to feel as though anyone walking in the door could be a mystery shopper. At the beginning of the season we suggest you schedule weekly shops then go to monthly shops. Don't share the schedule or frequency with your team. The schedule and frequency should be only between you and the shopping service.
- ✓ The frequency of visits the Shopper makes to your center can be as many as you determine, with a **minimum of three (3) shops**. We have found that for the program to have the greatest benefit for employee development it's best to schedule at least two (2) visits per month during peak season and monthly shops during off-peak.
- ✓ The cost per shop is \$100 with a minimum of three (3) shops per year. You will receive a 5% discount for 6-11 shops and a 10% discount for 12 or more shops during the calendar year. You will also be billed \$10 for the Mystery Shopper's in-store purchase. Shops will be billed the following month in which your shops occur.
- ✓ Upon receipt of your completed scheduling form, you will be registered to view online reporting results available at the completion of each Shopper's visit and receive a password for reviewing your completed report.
- ✓ You will be able to view your store's results compared to national and regional averages and you will also be able to view the shopper's reports for other Group Clients.
- ✓ You will receive an automatic notice each time a new shop has been posted for your garden center.
- ✓ You will have access to an online scorecard for each completed shop report providing a quick view of your garden center's progress from shop to shop. You can download this report.

Following is the Mystery Shop Scheduling Form to request your Mystery Shopper visits. Once the form is completed please fax back to 678-909-7771. You may add additional shops throughout the season with a **30-day advance notice**. But if you schedule the whole year now you will save time and receive a discount!

If you have any questions regarding the Mystery Shopper Program, please feel free to call me at any time. We're confident that the benefits of this employee development program, along with a customer service training program, will improve customer service and create a more customer-focused environment. Exceed your customer's expectations. Sign up now!

Leverage The Power of The Group through this Exclusive Customer Service Benchmarking!

Danny Summers
Tel: 678-909-7770
Cell: 678-761-7145





Schedule your 2017 shops now!

**A 30 day advanced notice is required.
For multiple locations, copy this form.**

2017 Mystery Shop Scheduling Form

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Website: _____

Days/Hours of Operation: _____

Person to receive Mystery Shop Reports:

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Location to be Shopped:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Website: _____

Have you participated in a Mystery Shopper or Secret Shopper program in the past? _____

How will you use the Mystery Shopper data?

___ Share results with all employees. How? _____

___ Employee training. How? _____

___ Incentive Programs. Explain _____

Company Name/Location: _____

Weeks you would like 2017 Mystery Shop visits to occur:

Please check the weeks requested below.

The request for one specific date is a challenge for mystery shoppers to fulfill. If you are having a special event and request a specific date we will do our best to fulfill the request but cannot guarantee it.

PLEASE indicate if you approve to roll to the following week if the requested week is not available with your initials here: _____

___ JAN 01 - JAN 07	___ MAY 07 - MAY 13	___ SEP 10 - SEP 16
___ JAN 08 - JAN 14	___ MAY 14 - MAY 20	___ SEP 17 - SEP 23
___ JAN 15 - JAN 21	___ MAY 21 - MAY 27	___ SEP 24 - SEP 30
___ JAN 22 - JAN 28	___ MAY 28 - JUN 03	___ OCT 01 - OCT 07
___ JAN 29 - FEB 04	___ JUN 04 - JUN 10	___ OCT 08 - OCT 14
___ FEB 05 - FEB 11	___ JUN 11 - JUN 17	___ OCT 15 - OCT 21
___ FEB 12 - FEB 18	___ JUN 18 - JUN 24	___ OCT 22 - OCT 28
___ FEB 19 - FEB 25	___ JUN 25 - JUL 01	___ OCT 29 - NOV 04
___ FEB 26 - MAR 04	___ JUL 02 - JUL 08	___ NOV 05 - NOV 11
___ MAR 05 - MAR 11	___ JUL 09 - JUL 15	___ NOV 12 - NOV 18
___ MAR 12 - MAR 18	___ JUL 16 - JUL 22	___ NOV 19 - NOV 25
___ MAR 19 - MAR 25	___ JUL 23 - JUL 29	___ NOV 26 - DEC 02
___ MAR 26 - APR 01	___ JUL 30 - AUG 05	___ DEC 03 - DEC 09
___ APR 02 - APR 08	___ AUG 06 - AUG 12	___ DEC 10 - DEC 16
___ APR 09 - APR 15	___ AUG 13 - AUG 19	___ DEC 17 - DEC 23
___ APR 16 - APR 22	___ AUG 20 - AUG 26	___ DEC 24 - DEC 30
___ APR 23 - APR 29	___ AUG 27 - SEP 02	
___ APR 30 - MAY 06	___ SEP 03 - SEP 09	

SPECIAL REQUEST: _____

**Schedule your shops anytime but...
A 30-Day Advance Notice is Required to Schedule Shops
Get your shops scheduled now!**

If you have multiple locations make a copy of this sheet and email to danny@thegardencentergroup.com, or fax to 678-909-7771.

A confirmation email will be sent to the contact person to verify your requested shops.