

# MYSTERY SHOPS

## HOW TO REVIEW YOUR SHOPPING REPORT



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# FOCUS ON SHOP RESULTS

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Embrace the shopping report as an **opportunity** for improvement.

Accept that the results of the shop are primarily your **responsibility**.

Emotions such as fear, frustration, and blame are natural; embrace **objectivity**.

Embrace the shopper's **perspective** and **perceptions** as real consumers.

Continue reading and improving; embrace **SUCCESS!**

*The steps you take in reviewing your shop are just as important as the steps you take toward improvement.*

# REVIEW OF SHOPPING REPORT – Step 1

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## 1. PREPARE YOURSELF TO REVIEW

### When should the report be reviewed?

- The sooner the better
- Set aside time in a quiet location for privacy

### What is the best mindset for reviewing my report?

- Go into it with an open mind

### How long will the review take?

- Approximately 15-20 minutes from start to finish
- If you have questions about the results, ask a manager / trainer

*Make sure you are prepared before reviewing your shop results. Ask questions if needed.*

# REVIEW OF SHOPPING REPORT – Step 2

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## 2. UNCOVER AND DISCOVER

### Print the current report and one prior report.

- Pay close attention to the comments
- Look for patterns in strengths and weaknesses
- Compare the reports to what you hear from residents
- Focus and build on strengths
- Pinpoint improvement areas

### Break down the report into sections.

- Look at the each report section independently
- Identify areas that may require additional focus and/or training
- Identify natural talent areas and build on those strengths

### Review recorded calls.

- Listen to the recording on the current and two previous shops
- Take notes as you listen

**Look for both  
strengths and  
opportunities for  
improvement**

# REVIEW OF SHOPPING REPORT – Step 3

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## 3. BE OPEN AND HONEST WITH YOURSELF

### Things to Consider

- A shopping report is a snapshot of a moment in time
- There are always two sides to every story
- Perception is reality
- Learn from the past – do not live in it

### Evaluate Yourself Fairly

- Find the positives and reward yourself
- Sit down with your manager / trainer to discuss
- Focus on opportunities for improvement

### Take Ownership

- What could you have done differently?
- What will you do differently next time?

Even if you receive a glowing report, challenge yourself to find one thing you could improve upon

# REVIEW OF SHOPPING REPORT – Step 4

## 4. TAKE STEPS TOWARD IMPROVEMENT

Prepare for your next leasing presentation.

- Review / listen to additional recorded telephone shops
- Role play with another person.
- Create a “perfect shop” script for yourself

*Take Personal  
Accountability*

*Failure to plan is like  
planning to fail.*

### REMEMBER!

A shopper is a real person

Do not discount their feedback

Listening to the SHOPPER = Listening to your CUSTOMER