

Saleswatch © Fact sheet

Is the programme operated by The Mystery Partnership, dedicated to the service of evaluating every aspect of the first point of contact from the customer. Saleswatch © consists of a stable of services including:-

- **Brochurewatch ©** Measuring your businesses response to a brochure or conference enquiry over the telephone.
- **Webwatch ©** This service evaluates enquiries made via your own company's website, reservation system or made via a third party
- **Eventswatch ©** First impressions last! Showarounds are your first chance to make a big impact with potential customers. We'll provide a candid and professional report on the experience organisers receive from your staff
- **Reservationswatch ©** Measuring and improving your teams negotiating skills to achieve the maximum yield from bookings.

Main Features and benefits

- Standards used are considered by the Industry peer group as "Best practice".
- All standards are directly comparable allowing performances to be benchmarked against the membership of Saleswatch © on a month to month basis.
- Statistical and narrative assessments with illustrative graphical analysis.
- Regular monthly assessment of your businesses Sales effectiveness.
- Flexible assessments between the different services within Saleswatch ©.
- Measurement follows the full cycle of the enquiry from the initial point of contact to the last point of retaining business.
- Cost effective programme with low up front enrolment.
- Essential tool for staff training and development.
- Provides a deterrent effect to ensure all team members react appropriately to initial enquires.