



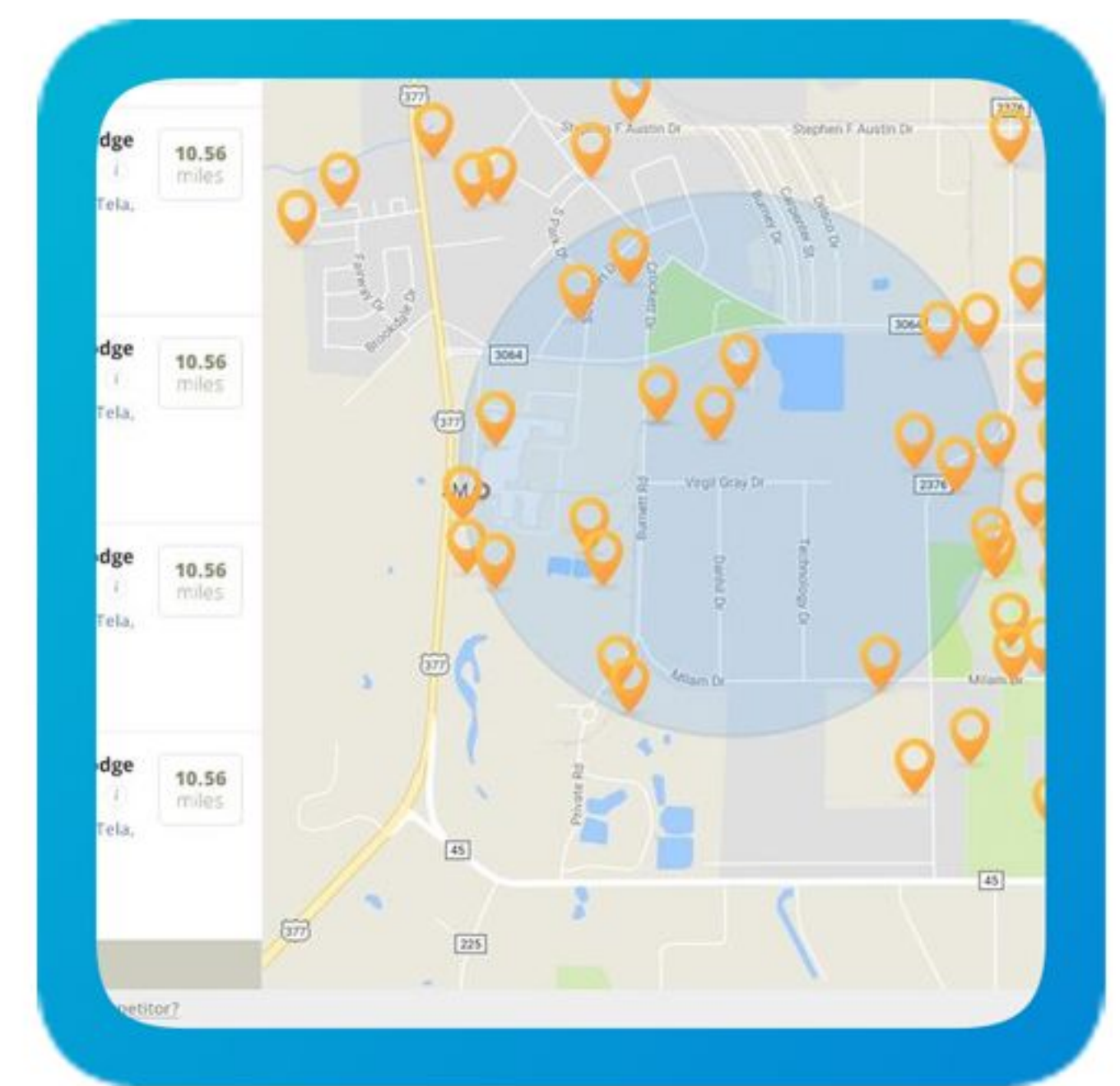
ISP Mystery SHOP

Keeping the right pricing is vital for any business. It's the difference between gaining and losing customer.

60 MYSTERY SHOPS

Surveys per quarter

- ◆ Your dealership + 11 Competitive Locations (dealership or aftermarket locations)
- ◆ 5 Services Per Quarter
- ◆ Rotation through 20 Most Valuable Maintenance Services & Diagnosis Services



DEALERSHIP WEB MEETINGS

Dealership participates in quarterly web meetings (30-60 mins each)

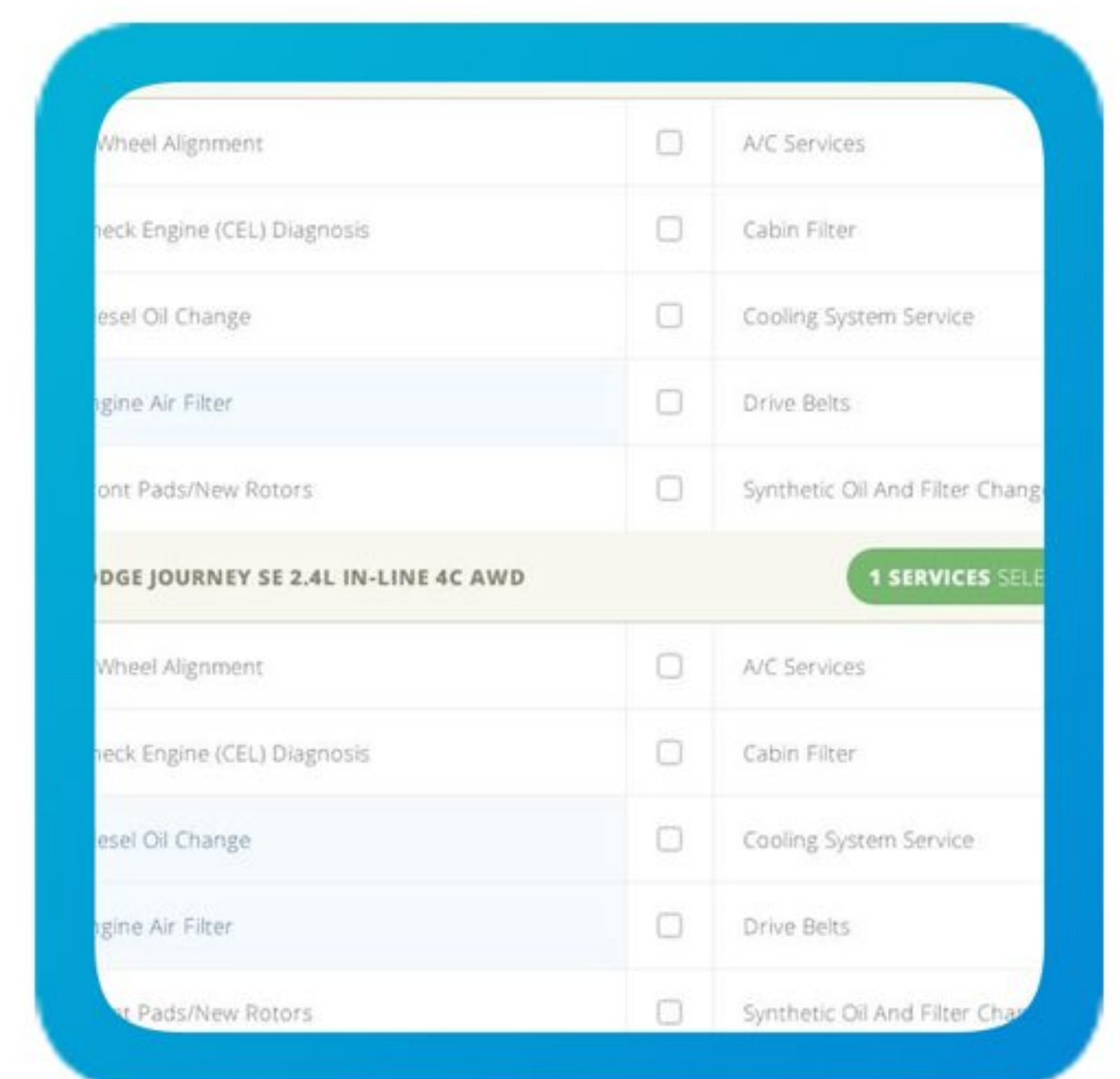
- ◆ Review results of the prior shopping period.
- ◆ Pricing adjustments and marketing plan (internal/external) for the period.
- ◆ Vehicle and service selection are made for shopping period.



MAXIMIZE EFFICIENCY

Dealership is hand-held through the process for maximum ease and efficiency

- ◆ We do all the heavy lifting by providing recommendations for management to implement.



 **CONTACT US TODAY!**

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