

RATING THE SELLING DEALER

The following sections ask you to rate the DEALERSHIP WHERE YOU PURCHASED your new vehicle using a scale of 1 to 10. This section is divided into five parts:

1. Dealership facility (location, appearance, etc.)
2. Working with your salesperson (selecting your vehicle, negotiating price, etc.)
3. Paperwork process (signing contract, finance process, etc.)
4. Delivery process
5. Your vehicle's price

Scale	Unacceptable			Average				Outstanding		
Example:	1	2	3	4	5	6	7	8	9	10

Using a 1 to 10 scale where 1 is **Unacceptable**, 10 is **Outstanding**, and 5 is **Average**, please rate the following...

IMPORTANT >> Please rate each item without letting a good or bad experience during one part of the sale affect your rating of other parts. It is common for people to rate their dealer 8 or 9 in some areas, but only 2 or 3 in others.

	Unacceptable					Average					Outstanding
	↓					↓					↓
2. DEALERSHIP FACILITY											
a. Appearance of facility (design, cleanliness, etc.)	1	2	3	4	5	6	7	8	9	10	
b. Neighborhood (clean, safe, etc.)	1	2	3	4	5	6	7	8	9	10	
c. How comfortable you felt in the area or office where you negotiated the price of your vehicle	1	2	3	4	5	6	7	8	9	10	
d. Size of inventory (carried wide selection of colors, options, etc.)	1	2	3	4	5	6	7	8	9	10	
e. Ease of looking at dealer's inventory (well organized, vehicles parked for easy access, etc.)	1	2	3	4	5	6	7	8	9	10	
f. Convenience of hours (evenings, weekends, etc.)	1	2	3	4	5	6	7	8	9	10	
g. Convenience of location	1	2	3	4	5	6	7	8	9	10	
h. Overall rating of dealership facility	1	2	3	4	5	6	7	8	9	10	
3. WORKING WITH YOUR SALESPERSON											
a. Salesperson's concern that you purchased the best vehicle for your needs	1	2	3	4	5	6	7	8	9	10	
b. Appearance of salesperson (clothes, grooming, etc.)	1	2	3	4	5	6	7	8	9	10	
c. Salesperson's knowledge/expertise about vehicles.	1	2	3	4	5	6	7	8	9	10	
d. Rate how quickly you were able to select your vehicle at this dealership	1	2	3	4	5	6	7	8	9	10	
e. Level of attention focused on you (didn't leave you to work with other customers, etc.)	1	2	3	4	5	6	7	8	9	10	
f. Salesperson's handling of the test-drive (reasonable length, eagerness to encourage, etc.)	1	2	3	4	5	6	7	8	9	10	
g. Made the negotiation process clear and understandable	1	2	3	4	5	6	7	8	9	10	
h. Salesperson's concern that you stayed within your budget	1	2	3	4	5	6	7	8	9	10	
i. Rate how quickly you were able to negotiate your price	1	2	3	4	5	6	7	8	9	10	
j. Courtesy and friendliness of salesperson	1	2	3	4	5	6	7	8	9	10	
k. Ability to answer your questions	1	2	3	4	5	6	7	8	9	10	
l. Honesty of salesperson	1	2	3	4	5	6	7	8	9	10	
m. Overall rating of working with your salesperson	1	2	3	4	5	6	7	8	9	10	
4. PAPERWORK/FINANCE PROCESS											
a. Courtesy and friendliness of the person who handled your paperwork/finance process	1	2	3	4	5	6	7	8	9	10	
b. Loan/finance application process (if applicable)	1	2	3	4	5	6	7	8	9	10	
c. Ability to answer your paperwork/finance related questions	1	2	3	4	5	6	7	8	9	10	
d. Rate how quickly you completed the final paperwork process (including any time you waited to begin the paperwork process)	1	2	3	4	5	6	7	8	9	10	
e. Honesty of the person who handled your paperwork or finance process	1	2	3	4	5	6	7	8	9	10	
f. Clear and accurate explanation of all documents	1	2	3	4	5	6	7	8	9	10	
g. Overall rating of how your dealer handled the paperwork/finance process	1	2	3	4	5	6	7	8	9	10	