



TAKE A LOOK THROUGH THE EYES OF YOUR CUSTOMERS

Back by popular demand... MWHPBA is once again offering the Mystery Shopping Program to all of our members!

What is Mystery Shopping?

A trained shopper from DSG Associates, Inc., one of the largest providers of mystery shopping visits and customer intercepts, will visit your retail store and evaluate your staff and store. You won't know exactly when they are coming or who the shopper is. After the visit, a report is generated specifically for your store that compares it to other hearth, patio and barbecue stores that were shopped. **Only you** see the individual report for your store(s).

Ways you can use Mystery Shopping in your company?

- To ensure the store's brand is followed.
- To target to specific markets.
- To catch an employees doing something right or wrong.
- To identify how employees react under pressure.
- To analyze trends and track progress.
- To identify training opportunities.
- To determine if your establishments are universally accessible.

How much does it cost?

■ Standard Package - \$130*

Three shop visits at the same location, taking place in three consecutive months and invoiced as a package.

■ Individual visits - \$50*

Shop visits ordered and invoiced one at a time.

**All visits above will be scheduled randomly at DSG's discretion during business hours to avoid predictability.*

To sign up for the mystery shopping program, please fill out the registration form on the back and fax it to (314) 256-9950, or call the MWHPBA Headquarters at (314) 256-9926. Additional registration forms can be downloaded from the MWHPBA Web site at www.midwesthpba.org.





Mystery Shopping Program

Take a look through the eyes of your customers...

Sign up today for Mystery Shopping and find out what customer's think of your staff and store. Participating stores will be visited unannounced by a professionally trained Mystery Shopper from our keen supplier, DSG Associates, Inc. For a small fee of just \$50 per location, you will receive a detailed report on your store's performance and a comparison with regional and national results.

MEMBERSHIP INFORMATION

Company: _____
 Main Contact: _____
 Address: _____
 City, State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____

PARTICIPATING STORES

(PLEASE USE A SEPARATE REGISTRATION FORM IF SIGNING UP MORE THAN TWO LOCATIONS.)

Store #1

Street Address same as above

Street Address: _____
(if different) _____

 Landmarks: _____
 Phone Number: _____
 Store Hours: _____

Store #2

Street Address: _____

 Landmarks: _____
 Phone Number: _____
 Store Hours: _____

PACKAGE OPTIONS

- Standard Package:** \$130 per store
(Three shop visits at the same location, taking place in three consecutive months and invoiced as a package)
- Individual Visits:** \$50 per store

METHOD OF PAYMENT

Check (Payable to: **MWHPBA**. Mail to: 6209 Mid Rivers Mall Drive, #195, St. Charles, MO 63304)

Credit Card (Fax to: (314) 256-9950) MasterCard Visa

Amount \$ _____ Card Number: _____
 Exp Date _____ / _____ Signature: _____



By signing this form, you authorize the DSG to shop the above listed stores. Please contact Erica Geil at the Midwest affiliate office at 314-256-9926 if you have any questions about the Mystery Shopping Program.