

Become a Secret Shopper



Fellow Secret Shopper,

You have taken the first step in attaining your goal of working from home. With the information provided in this Training Material you will be able to get started working from home today. The Training Material is broken down into 4 easy to read sections and 1 Reference section:

Section 1 – Getting Started

Section 2 – Secret Shopper Personality

Section 3 – Secret Shopper Evaluations

Section 4 – Getting Paid

Reference Section A – Secret Shopper Company Listing

Please read each section carefully. Your success depends on how hard you want to work at it. If you put forth the time and effort, you “**WILL**” make money and gain valuable time with your family!

Best of luck to you!

Chris

ALSO NOTE: This concept is 100% legal, refer to US Postal and Lottery Laws, Title 18, Section 1302 and 1341, or Title 18, Section 3005 in the US code, also in the code of Federal Regulations, Volume 16, Sections 255 and 436, which state a product or service must be exchanged for money received.

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SECTION 1: Getting Started

To get you started making money, we have some simple steps for you to follow. Your first step is to review this Training Material a couple of times before beginning your search for clients.

First and foremost you will need to be sure that you have everything in order before you contact a company to offer your Secret Shopper services.

- 1.) Read this Training Material a couple times.
- 2.) Complete at least 2 different evaluations in this Training Material. (See: Section 3 Secret Shopper Evaluations)
- 3.) Develop a 1 page summary resume of your career. You will show this resume to the company, if they request it, that you've had some life experience and that you are a good judge of service.
- 4.) Get ready for some fun!

Contacting the Companies

- 1.) Select a company(s) from the list in [Reference Section A](#).
 - a. Most of these companies have websites that you will enter your information into an Internet based form. Once you've completed this form it will be emailed to the appropriate person at that company. The review process usually takes from 3 to 14 days in order to get it through the chain. BE PATIENT!!!!
 - b. Some companies have an email address where they want you to send your request. Be sure that you are thorough in your email message i.e. what specifically you are offering, when you are available, what experiences you have in this industry. Be as helpful as possible in the email message so that they will not have to guess or get into a game of tag with you asking you questions that could be answered in your initial contact. You will be surprised at the responses. Once again, BE PATIENT!!!!

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2.) The companies you contact will all respond in one form or another. When you start getting your responses back it when all the fun starts!

!!!! BE PATIENT !!!!

While you're waiting for responses

Hone your skills. When you go to the grocery store for milk, retail outlet to buy clothes or the gas station. Spend a little extra time walking around and noticing the items covered in Section 3 Secret Shopper Evaluations. Print out the evaluations in this Training Material so that you can look at them before you go into a store and when you come out. After a few of these trips you will find yourself beginning to notice all the what's right and what's wrong stuff. This is invaluable training that you'll not get anywhere else. This will give you the opportunity to get comfortable with the process. By the time you start receiving responses back from your clients you will be completely prepared!

!!!! BE PATIENT !!!!

When your responses start coming in

NOW IT'S TIME TO HAVE FUN!

Each response you get will have a different set of requirements. However, most of them follow the same general requirement. Follow the instructions that they have given to you and you're on your way!

**BE SURE YOU "NEVER" TELL ANYONE THAT
YOU'RE THERE FOR
SECRET SHOPPER PURPOSES**

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SECTION 2: Secret Shopper Personality

What most of these companies are looking for in a Secret Shopper?

- 1.) **Good Communication** – It is imperative that you are communicative with your clients. Remember the one you forget is the one that will forget you. This is a small industry. People talk! Don't burn your bridges!
- 2.) **Be able to follow directions** – The one thing we hear most is that when an assignment has been given the person doing to work often times forgets to complete the process completely. This is one sure way of losing clients.
- 3.) **Dependability is a must** – “Say what you mean, mean what you say!” This is a life motto. If you say that you are going to do an evaluation on a certain day and time there should be nothing that keep you from completing. If some thing comes up make sure that your client is fully aware of the situation. If you make it a habit of rescheduling you are going to loose your clients. There are to many people out there who are will to take your place. Treat your clients like you want to be treated. 24 hours notice is better than 20 minutes notice!!!!!!
- 4.) **Thoroughness in your write-ups** – This is the one area where most people fail at this business. It is imperative that you are thorough in your write-ups. Don't make up stuff to put into your reports. Tell the truth! The more evaluations you do the more information relate. If your client has a space for additional comments, be sure that you put some information in there. Your clients are information hungry. They are paying you to tell them truth. Do cheat them!
- 5.) **Must be organized** – Before, during and after your visit. Don't allow yourself to not be prepared.
- 6.) **Good writing skills** – This is another area where people fail at this business. Practice! Practice! Practice! Hone your skills on test clients before starting on live clients.

*** MOST OF ALL...

- 7.) **Be Professional** – This is the top of the list with your clients. Choose your battles!

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SECTION 3: Secret Shopper Evaluations

Here are a couple of different versions of the evaluations you'll be preparing online or via email for your clients. The evaluations you do for your clients are more that likely going to be sent via email. Some have online evaluation forms but most are via email. These forms are just examples:

Fast Food / Restaurant Report

Please fill out all questions as accurately as possible. Use complete sentences.

Company Information

Please fill out all questions as accurately as possible.

1. Name of establishment

2. Address of establishment.

3. Managers Name

Outside Appearance

1. Was the parking lot clean?

Please select one: YES / NO

Please select one of the ratings below:

Unsatisfactory



Satisfactory



Excellent



Please write any additional comments:

2. Has the parking lot been maintained?

Please select one: YES / NO

Please select one of the ratings below:

Unsatisfactory



Satisfactory



Excellent



Please write any additional comments:

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3. Was parking easily available?

Please select one: YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent

Please write any additional comments:

4. How far did you have to walk from your car to the entrance?

Please select one of the ratings below:

Too Far

An acceptable distance

Not far

Please write any additional comments:

5. Is the parking lot lighted properly?

Please select one. YES / NO

Please select one of the ratings below:

No Lighting

Satisfactory

Well Lit

Please write any additional comments:

Inside Appearance

1. What was your first general impression as you looked around the inside of the establishment?

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent

Please write any additional comments:

2. Were the tables cleaned and bussed properly?

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent

Please write any additional comments:

3. Were the floors clean?

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Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

4. Were the windows clean?

Please select one: YES / NO

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

5. Were the counters clean?

Please select one. YES / NO

1-10, 10 being the best

1		5		10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

6. Were the napkins and straws stocked and orderly?

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

7. Were the condiments stocked and in order?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

Customer Service

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1. Were you greeted when you entered the establishment?

Please select one. YES / NO

Please write any additional comments:

2. Were the employees helpful and courteous?

Please select one. YES / NO

Please write any additional comments:

3. Were the employees friendly?

Please select one. YES / NO

Please select one of the ratings below:

Not Very



Satisfactory



Very



Please write any additional comments:

4. Were the employees dressed appropriately?

Please select one. YES / NO

Please write any additional comments:

5. Did the employees have nametags?

Please circle one. YES / NO

Please write any additional comments:

Quality of Food

1. How was the quality of the food?

Please select one of the ratings below:

Unsatisfactory



Satisfactory



Excellent



Please write any additional comments:

2. Was the hot food hot?

Please write any additional comments:

3. Was the cold food cold?

*Please select one. YES / NO
Please select one of the ratings below:*

Warm		Room temperature		Cold
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

4. How was the presentation of the food?

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

Restrooms

1. Were the restrooms clean?

*Please select one. YES / NO
Please select one of the ratings below:*

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

2. Were the paper products stocked in the restroom?

*Please select one. YES / NO
Please select one of the ratings below:*

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments:

3. Was the soap/lotion dispenser stocked in the restroom?

*Please select one YES / NO
Please select one of the ratings below:*

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please write any additional comments:

4. Did the restrooms smell clean?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent



Please write any additional comments:

Retail / Corporate / Chain Stores

Please fill out all questions as accurately as possible.

Company Information

Please fill out all questions as accurately as possible.

1. Name of establishment:

2. Address of establishment:

3. Managers name

Outside Appearance

1. Was the parking lot clean?

Please select one. YES / NO

Please select one of the ratings below:

2. Has the parking lot been maintained?

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Please select one of the ratings below:

Unsatisfactory **Satisfactory** **Excellent**

Please write any additional comments below:

3. Was parking easily available?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory **Satisfactory** **Excellent**

Please write any additional comments below:

4. How far did you have to walk from your car to the entrance?

Please select one of the ratings below:

Too far **A short distance** **Not far**

Please write any additional comments below:

5. Is the parking lot lighted properly?

Please select one. YES / NO

Please select one of the ratings below:

No lighting **Satisfactory** **Well lit**

Please write any additional comments below:

Inside Appearance

1. What was your first general impression as you looked around the inside of the establishment?

Please select one of the ratings below:

Unsatisfactory **Satisfactory** **Excellent**

Please write any additional comments below:

2. Were the stores products displayed nicely?

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments below:

3. Were the shelves stocked and in order?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments below:

4. Were the floors clean?

Please select one YES / NO

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments below:

5. Were the windows clean?

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments below:

Customer Service

1. Were you greeted when you entered the establishment?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory		Satisfactory		Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please write any additional comments below:

2. Were the employees helpful and courteous?

Please select one of the ratings below:

Not very

 Satisfactory

 Very

Please write any additional comments below:

3. Were the employees friendly?

Please select one. YES / NO
Please select one of the ratings below:

Not Very

 Satisfactory

 Very

Please write any additional comments below:

4. Were the employees dressed appropriately?

Please select one. YES / NO
Please select one of the ratings below:

Unsatisfactory

 Satisfactory

 Excellent

Please write any additional comments below:

5. Did the employees have nametags?

Please circle one. YES / NO
Please write any additional comments below:

6. If you asked a clerk where a product was located in the store did they show you where it was?

Please circle one. YES / NO
Please select one of the ratings below:

Unsatisfactory

 Satisfactory

 Excellent

Please write any additional comments below:

7. If you asked a clerk where a product was located in the store did they tell you where it was?

Please circle one. YES / NO
Please select one of the ratings below:

Unsatisfactory

 Satisfactory

 Excellent

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Please write any additional comments below:

8. Could you easily find someone to answer your questions?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent



Please write any additional comments below:

Restrooms

1. Were the restrooms clean?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent



2. Were the paper products stocked in the restroom?

Please select one. YES / NO

Please write any additional comments below:

3. Was the soap/lotion dispenser stocked in the restroom?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent



Please write any additional comments below:

4. Did the restrooms smell clean?

Please select one. YES / NO

Please select one of the ratings below:

Unsatisfactory

Satisfactory

Excellent



Please write any additional comments below:

SECTION 3: Getting Paid

Okay, you've finished your evaluation for your client. Now comes the reward! A majority of them pay like clock work. The rates you'll be getting paid differ just as much as the clients themselves. Don't get discouraged. If you don't like the way your client is paying or how much they're paying. Go ahead and do any work that has been assigned and don't accept any work from them again. Remember this is a small industry! People talk! Don't burn any bridges! Always be HONEST!!!!

Tax Responsibility

You will be responsible for your own taxes. You are an independent business owner so you will need to fill out a 1099 at the end of the year. Also, if you have incurred any expenses for this business, keep track of them so that you can write them off come tax time (i.e., internet bill, paper, computer supplies, training material, etc.).

Closing Points

- The more businesses you contact the more money you're going to make!
- Be positive and self-assured!
- Negative personalities are contagious! Don't have one and you won't catch one!
- Always be creative, but at the same time be very professional!
- The more you put into your business, the more you'll definitely get out of it!
- BE HONEST!

Best of luck with your goal of becoming a home based worker! I assure you with a little bit of time and effort on your part with this work from home opportunity and you'll be on your way to great success!

Sincerely,

Chris

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Reference Section A – Secret Shopper Company Listing

Here are a few companies you can contact:

<p>A Closer Look Web Site: http://www.a-closer-look.com/ Email Address: info@a-closer-look.com URL To Apply: http://www.a-closer-look.com/shopperapplication.asp</p> <p>Alcops 6701 W 64th St. #221 Overland Park, KS 66202 Web Site: http://www.alcops.com/ URL To Apply: http://www.alcops.com/alcops/employ.html</p> <p>Anchor Network Inc. 1831 Chestnut St. Philadelphia, PA 19103 Email Address: anchorhr@aol.com</p> <p>ATH Power Consulting 12 Essex St. Andover, MA 01810 Web Site: http://www.athpower.com/</p> <p>Audits & Surveys Worldwide Web Site: http://www.cybershopperonline.com/ Email Address: mshoppers@surveys.com</p> <p>Barry Leads & Associates 38 E 29 th St. New York, NY 10016 Web Site: http://www.barryleedsassoc.com/ Email Address: bleedsny@aol.com</p> <p>BDS Marketing Web Site: http://www.bdsmarketing.com/</p> <p>Beyond Hello P.O. Box 5240 Madison, WI 53705 Web Site: http://www.beyondhello.com/ Email Address: ilene@beyondhello.com</p> <p>Brand Marketing Group 369 Interstate Blvd Sarasota, FL 34240 Web Site: http://www.bmilt.com/ Email Address: bmilt@bmilt.com</p> <p>Business Insights Group Web Site: http://www.businessinsights.com/ Email Address: website@businessinsights.com Application Method: Web</p>	<p>E & K Enterprises Web Site: http://www.stealingyoublind.com/ Email Address: ekroussakis@msn.com Application Method: Web/Email URL To Apply: http://www.stealingyoublind.com/id18.htm</p> <p>Evaluations Systems Web Site: http://www.espsshop.com/ Email Address: espsshop@espsshop.com</p> <p>Feedback Plus Web Site: http://www.gofeedback.com/ Email Address: feedback@feedbackplusinc.com</p> <p>Focus Groups of Cleveland Survey Center Web Site: http://www.idirectdata.com/ Email Address: research@idirectdata.com</p> <p>Focus on Service Web Site: http://www.focusonservice.com/ Email Address: mail@focusonservice.com URL To Apply: http://www.focusonservice.com/signup.htm</p> <p>Harry Nobles Hospitality Web Site: http://www.optimumrating.com/ Email Address: hospvc001@aol.com</p> <p>Hauser Group Email Address: erin@hausernet.com</p> <p>Hill Dunlap Enterprises Web Site: http://www.dunlapenterprises.com/ Email Address: dunlap@dunlapenterprises.com</p> <p>Howard Services Web Site: http://www.servicesleuths.com/ Email Address: servsleuth@aol.com Application Method: Web URL To Apply: http://www.servicesleuths.com/shop_app.php</p> <p>Imaginus Web Site: http://www.imaginusinc.com/ Email Address: info@maginusinc.com URL To Apply: http://www.imaginusinc.com/main/shopper.html</p> <p>Infotel Web Site: http://www.infotelinc.com/ Email Address: researchersupport@infotelinc.com Application Method: Web</p>
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<p>Application Method: Web</p> <p>Business Resources 2222 Western Trails Blvd Austin, TX 78745 Web Site: http://www.bizpublications.com/ Email Address: project@austin.rr.com Application Method: Email/Web</p> <p>Business Solutions Web Site: http://www.bizshoptalk.com/</p> <p>Byers Choice Web Site: http://www.byerschoice.com/ Email Address: byers@early.com Application Method: Email</p> <p>Campell Edgar Inc. Web Site: http://www.westcoastmysteryshopping.com/ Application Method: Web</p> <p>Carol Max Marketing Services Inc. P.O. Box 41127 St. Louis, MO 63141</p> <p>Certified Marketing Services Web Site: http://www.certifiedmarketingservices.com/</p> <p>Check Mark Inc. 4520 Ferguson Dr. Cincinnati, OH 45245 Web Site: http://www.checkmarkinc.com/ Email Address: info@checkmarkinc.com</p> <p>Cirrus Marketing Consultants 9852 W. Katella Ave #207 Anaheim, CA 92804 URL To Apply: http://www.sassieshop.com/kern</p> <p>Commercial Services 2908 W. Burbank Ave Burbank, CA 91505</p> <p>Confero Web Site: http://www.conferoinc.com/ Email Address: tchurch@conferoinc.com</p> <p>Consumer Research Network P.O. Box 42753 Philadelphia, PA 19101 Web Site: http://www.consumernetwork.org/ Email Address: mona@consumernetwork.org</p> <p>Count on Us 305 Plantation Dr. Cinnaminson, NJ 08077 Web Site: http://www.ucountonus.com/ Email Address: mail@ucountonus.com</p>	<p>URL To Apply: http://www.infotelinc.com/become.htm</p> <p>Integrated Research Services Application Method: Fax</p> <p>Jancyn Web Site: http://www.jancynonline.com/ URL To Apply: http://www.jancynonline.com/jancyn/shoppers.nsf/shopper</p> <p>JKS Inc Web Site: http://www.jks-inc.com/ Email Address: jksinc@jksinc.com Application Method: Web URL To Apply: http://www.jks-inc.com/apply.html</p> <p>JM Ridgeway Web Site: http://www.64.27.112.159/shopper_app.htm Email Address: jmridgeway@worldnet.att.net URL To Apply: http://www.64.27.112.159/shopper_app.htm</p> <p>Ken Rich Retail Group Web Site: http://www.csperceptions.com/ Email Address: info@ken-rich.com Application Method: Web URL To Apply: http://www.csperceptions.com/shopper/register.asp</p> <p>Locksley Group Web Site: http://www.locksleygroup ltd.com/ Email Address: locksley@locksleygroup ltd.com</p> <p>Maritz Research Web Site: http://www.virtuoso.maritzresearch.com/ Application Method: Web URL To Apply: http://www.maritzresearch.com/apply/default.htm</p> <p>Mercantile Systems Web Site: http://www.mercurveys.com/ Application Method: Web URL To Apply: http://www.mercurveys.com/app.asp</p> <p>Mystery Guest Inc. Web Site: http://www.mysteryguestinc.com/ Email Address: support@mysteryguestinc.com URL To Apply: http://www.mysteryguestinc.com/contact.asp</p> <p>Mystery Shopping 2695 Villa Creek Dr. Ste. 260 Dallas, TX 75234 Web Site: http://www.mysteryshop.org/</p> <p>Satisfaction Service 1000 Maplewood Dr. Maple Shade, NJ 08052 Web Site: http://www.satisfactionservicesinc.com/ Email Address: satserv7@satisfactionserviceinc.com</p>
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Become a Secret Shopper

<p>Application Method: Web</p> <p>Creative Marketing Concepts 1321 Duke St. Alexandria, VA 22314 Email Address: Angelhamilton@aol.com</p> <p>Cross Financial Group 6940 O St. Lincoln, NE 68510 Web Site: http://www.crossfinancial.com/ Email Address: solutions@crossfinancial.com</p> <p>Customer 1st 225 Commercial Pl. Greensboro, NC 27401 Web Site: http://www.customer-1st.com/ Email Address: cust1st@aol.com URL To Apply: http://www.customer-1st.com/shopper_app.html</p> <p>Customer Service Perceptions Web Site: http://www.csperceptions.com/ Email Address: service@csperceptions.com Application Method: Web URL To Apply: http://www.csperceptions.com/shopper/register.asp</p> <p>Customerize Consulting Web Site: http://www.customerize.com/ Email Address: sales@customerize.com</p> <p>D.S.G. Web Site: http://www.Dsgstars.com/dsa/dsa.asp Application Method: Web</p> <p>Danis Research Web Site: http://www.danisresearch.com/ Email Address: merickson@danisresearch.com URL To Apply: http://www.danisresearch.com/danfield.htm</p> <p>Data Quest Investigators Web Site: http://www.dataquestonline.com/ Application Method: Web URL To Apply: http://www.dataquestonline.com/mystapp.html</p> <p>Datatron Web Site: http://www.usd-datatron.com/ URL To Apply: http://www.usd-datatron.com/index2.html</p> <p>Devon Hills Associates Web Site: http://www.devonhillassociates.com/ Email Address: barbara@devonhillassociates.com</p>	<p>Email Address: satserv7@satisfactionsserviceinc.com</p> <p>Sights on Service Web Site: http://www.spotchecks.com/ URL To Apply: http://www.mysteryshop.com/</p> <p>Spot Checks P.O. Box 13462 La Jolla, CA 92039</p>
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