

Mystery Shopping Secrets

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www.MysteryShoppingSecrets.com

"There are no bad shopping days, some days are just better than others"



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Welcome Mystery Shoppers!

It is my distinct pleasure to introduce you to Mystery shopping Secrets.

I trust you will receive some valuable information that you can use in your mystery shopping business. You are also welcome to share your own secret information and tips if you choose to do so.

My goal in starting Mystery Shopping Secrets is to provide an overview of mystery shopping as well as accurate information to dispel some of the myths and bogus information and offers that I have been recently seeing online and in the newspapers.

Mystery shopping is easy and fun, and it is a great way to make extra money in your spare time. Most assignments can be completed within a range of days and times, so you have flexibility about when you work.

You decide when and where you will accept assignments, your offers for assignments are usually close to your home or work, so you can do the shops while you are running other errands.

Many folks these days are looking for ways to supplement their income, and especially those who are looking for a part-time opportunity that provides fun and money, are looking into the mystery shopping business.

Mystery shopping is a fun and rewarding business but as with anything else you must take your time and do your homework and make sure that you're not being taken advantage of.

In Mystery Shopping Secrets, I will be sharing some of the tips that have helped me during my mystery shopping career to become successful and to enjoy the experience while making some money.

I will also share some information regarding tools that have helped me to make mystery shopping easier as well as some of those secrets that other folks would rather you did not find out about.

So, let's get started. I hope you have as much fun here learning about mystery shopping secrets as I did in putting it together for you.

Have fun!

Myrna Marshall

Introduction

Do you love to shop?

If so, you may be tempted by unsolicited emails or radio and newspaper ads that claim you can earn a living as a secret or mystery shopper by dining at elegant restaurants, shopping at pricey stores, or checking into luxurious hotels.

But, according to the Federal Trade Commission (FTC), the nation's consumer protection agency, marketers who promise lucrative jobs as mystery shoppers often do not deliver bona fide opportunities.

Before you send your hard earned cash to these hucksters, check out the following information, that way you can make an informed, intelligent decision about becoming a professional mystery shopper.

Professional mystery shopper you say? Yes, if you want to make money as a mystery shopper, you need to treat it as a business. If you do, you will make business money, if you treat mystery shopping as a hobby, you will make hobby money, it's that simple

In *Mystery Shopping Secrets*, I will cover the 'knitty-gritty' details of:

- What makes a good mystery shopper?
- What companies need mystery shoppers?
- How to get jobs as a mystery shopper
- Where and how to apply to the mystery shopping companies.
- Do's and don'ts of report writing.
- Communicating effectively with your schedulers
- How to project a professional image
- How you get paid.
- Strategies to propel you to the top of the industry.

Now, let's get started on the finding out the secrets of mystery shopping...Let's shop!

What is Mystery Shopping?

Mystery Shopping is a tool used by businesses to make sure that their employees are performing at the levels required to make sure that good customer service and company policies are being followed.

Mystery Shopping is a legitimate industry and mystery shoppers are independent contracted professionals who work for the money they make.

You can earn a good part time and even a full time income as a shopper if you want.

Yes, you can really get paid to shop. In today's extremely competitive business environment, those companies which fail to provide excellent service will surely not survive. Studies have shown that a satisfied customer will tell three other people about his experience. A dis-satisfied customer will tell ten to twelve people.

Not only do companies face loss of business from poor service, the actions of their employees may even cause them to be sued by customers or fined by the government. With so much at stake, you, as a mystery shopper, can provide a valuable and essential service by identifying potential problems which the business owner can correct before they result in a major liability.

The big question that every business needs to have answered is:

**How does a front-line employee
treat a customer when no one is looking?**

In any business environment, the reality is that employees will put on their best performance when they know they are under the watchful eyes of management.

Unfortunately this is not a perfect world and ownership or management is not always present. The question then becomes, how does any owner/manager know what is happening when they are not present? How do they know if the trained policies and procedures are really being practiced?

The answer to these questions is quite simple, they don't. A business cannot assume that all employees are complying with the Non-Negotiable Standards set forth for that business. This premise is the fundamental building block of mystery shopping...

Mystery Shopping provides insight which is achieved without the bias that can accompany internal self-assessment and provides a clearer, more accurate picture of the customers' experience.

Mystery Shopping is only effective when the information gathered is objective and valid... The mystery shopper reports a factual performance audit that empowers front-line management. There is either compliance or non-compliance with policies, procedures and operations.

Many companies hire marketing research companies to evaluate the quality of service in their stores, on the telephone and use of their website and these companies use mystery shoppers to get the information anonymously.

They assign a mystery shopper to make a particular purchase in a store or restaurant, telephone for customer service or visit their website for customer support, for example, and then report on the experience. Typically, the shopper is reimbursed for required purchases, can keep the product or service, and receives a shopper fee.

Many professionals in the field consider mystery shopping a part-time activity, at best. Opportunities for mystery shopping are generally posted online by mystery shopping or merchandising companies.

Nevertheless, fraudulent mystery shopping promoters are using newspaper ads, TV and emails to create the impression that they're a gateway to lucrative mystery shopper jobs with reputable companies.

These solicitations usually promote a website where consumers can "register" to become mystery shoppers — after they pay a fee for information about a certification program, a directory of mystery shopping companies, or a guarantee of a mystery shopping job.

The truth is that it is unnecessary to pay money to anyone to get into the mystery shopping business. The shopping certification offered in advertising or unsolicited email is almost always worthless.

A list of companies that hire mystery shoppers is available for free; and legitimate mystery shopper jobs are on the Internet for free. Consumers who try to get a refund from promoters of mystery shopping jobs usually are out of luck. Either the business doesn't return the phone calls, or if it does, it's to try another pitch. Guard your money and run away as fast as you can from these bogus offers.

As a mystery shopper, you will be contracted to evaluate an establishment and report your findings to the mystery shopping company or client who hired you.

Your job will be to monitor the sales environment for compliance of corporate standards. These are standards that may include policy, procedure, execution, behavior, customer service, merchandise display, product promotion, and pricing. Non-negotiable standards are extremely important to the success of the client company and therefore cannot be compromised.

Your mystery shopper report must be void of perception, speculation or opinion, or the very same people it is designed to help will challenge the integrity and credibility of your report, and it may be thrown out and, worse, you may not get paid and no one wants to work for free...

This does not mean that perceptions or opinions are not valid. Sometimes you are asked to give your opinion on how you felt, or what you thought, and these observations are relevant to service behaviors and issues that simply fall outside the scope of the standard or non- negotiable questions asked.

These standards establish the behaviors by which performance is measured. There can be no “opinion” or “perception” as to whether the employee complied with business policies and expectations. When behaviors can be observed, they can be measured, which means they can be monitored.

The mystery shopping factual report is a tool used to measure, monitor, and maintain corporate standards of expectation, compliance, and performance.

Get access to this rest of this eBook at:

www.BecomeAMysteryShopper.com