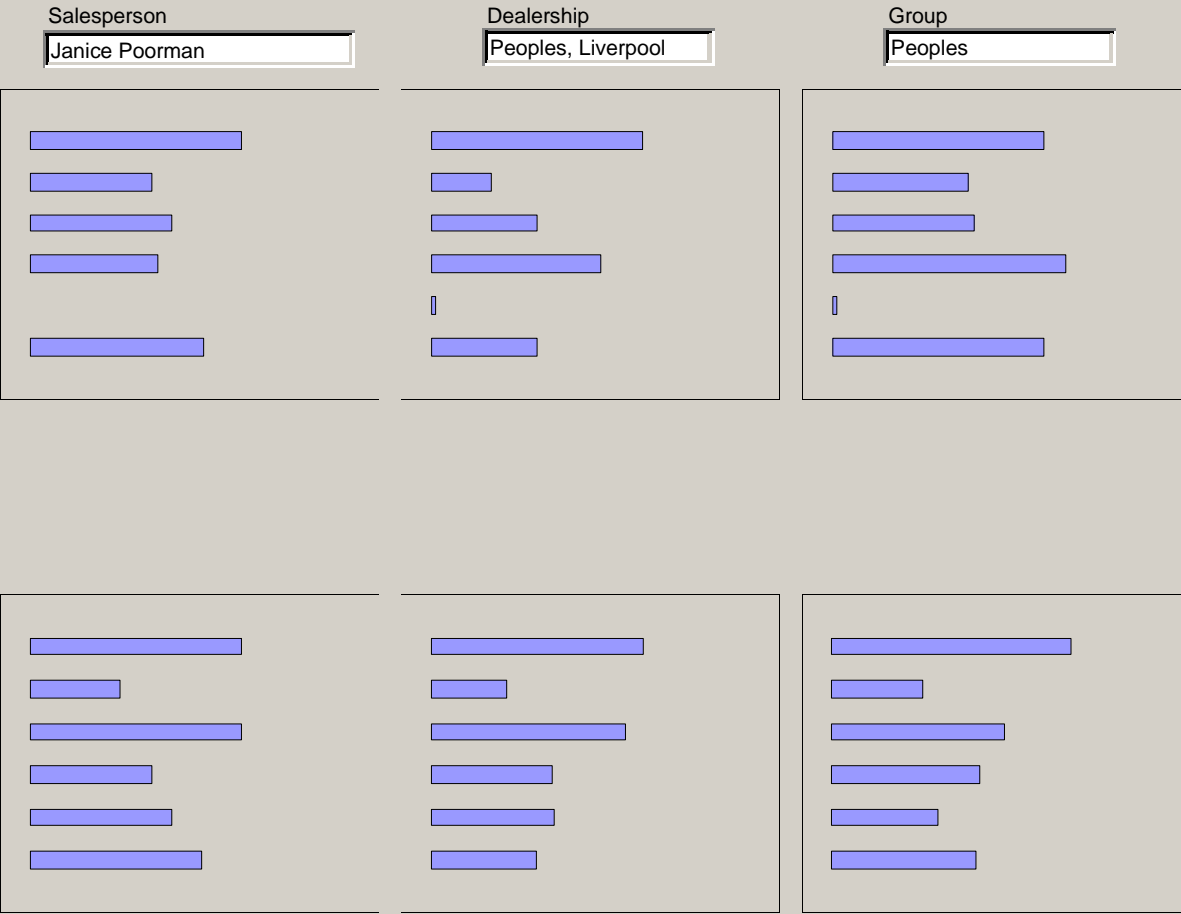


Conversion Ratio 26 %  
Average PPU New £324  
Average PPU Used £654

Telephone Mystery Buyer Survey			
	Points Opportunity	Points Achieved	Percent Achieved
Speed of response	10	10	100.00%
Identifying the customer	70	40	57.14%
Handling the call	30	20	66.67%
Qualification	25	15	60.00%
Developing desire	0		
Gaining a commitment	55	45	81.82%
	190	131	68.95%

Physical Mystery Buyer Survey			
	Points Opportunity	Points Achieved	Percent Achieved
Speed of response	10	10	100.00%
Identifying the customer	35	15	42.86%
Handling the visit	30	30	100.00%
Qualification	35	20	57.14%
Developing desire	30	20	66.67%
Gaining a commitment	80	65	81.25%
	220	160	72.73%



### Lost Sales Analysis

	Points Opportunity	Points Achieved	Percent Achieved
Speed of response	10	10	100.00%
Identifying the customer	15	10	66.67%
Handling the visit	10	0	0.00%
Qualification	65	45	69.23%
Developing desire	35	20	57.14%
Gaining a commitment	80	80	100.00%
	220	165	76.74%