

ABC RV Center Sales Survey Survey Summary



Current Survey Period: 08/01/08 - 08/31/08

1. How would you rate our staff's helpfulness and courteousness?

Excellent..... 40 (73%) Very Good..... 15 (27%)
 Total Responses: 55

2. How would you rate your salesperson's knowledge and professionalism?

Excellent..... 41 (75%) Very Good..... 12 (22%) Fair..... 1 (2%)
 No Response..... 1 (2%)
 Total Responses: 55

3. How would you rate our sales and finance department?

Excellent..... 32 (57%) Very Good..... 17 (31%) Average..... 4 (7%)
 Poor..... 1 (2%) No Response..... 1 (2%)
 Total Responses: 55

4. How would you rate the demonstration of your RV upon delivery?

Excellent..... 28 (51%) Very Good..... 18 (33%) Average..... 5 (9%)
 Fair..... 1 (2%) No Response..... 3 (5%)
 Total Responses: 55

5. How would you rate the condition of your RV upon delivery?

Excellent..... 27 (49%) Very Good..... 13 (24%) Average..... 11 (20%)
 Fair..... 2 (4%) Poor..... 2 (4%)
 Total Responses: 55

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6. If you have already required service, how would you rate the service you received?

Excellent.....	5 (9%)	Very Good.....	2 (4%)	Poor.....	1 (2%)
No Service Required.....	29 (53%)	Unit Still There.....	2 (4%)	Will Need Service.....	16 (28%)
Total Responses: 55					

7. Overall, how would you rate the quality of the RV?

Excellent.....	32 (57%)	Very Good.....	15 (27%)	Average.....	4 (7%)
Fair.....	1 (2%)	Poor.....	1 (2%)	No Response.....	2 (4%)
Total Responses: 55					

8. How likely are you to recommend our dealership to others?

Very Likely.....	33 (60%)	Somewhat Likely.....	17 (31%)	Very Unlikely.....	1 (2%)
No Response.....	4 (7%)				
Total Responses: 55					

9. How did you first hear about us?

Direct Mail.....	1 (2%)	Internet.....	7 (13%)	Location.....	19 (35%)
Previous Customer.....	7 (13%)	Referred.....	13 (24%)	RV/Boat Show.....	1 (2%)
Television.....	7 (13%)				
Total Responses: 55					

10. Comments

Comments Positive.....	14 (25%)	Comments Negative.....	1 (2%)	No Response.....	40 (73%)
Total Responses: 55					