



# Mystery Shopping: Why Are You Losing Sales?

Do you ever wonder what causes your sales professionals to lose sales? Sometimes it can be difficult to see the underlying reasons which, in turn, makes finding a solution difficult.

In this distinct and innovative program designed for companies in the construction and building industry, Mj uncovers the behaviours, attitude, actions and areas that are costing your business valuable sales and hurting your bottom line. This isn't any regular cookie cutter mystery shop program. Mj bypasses the typical touchpoints others focus on and brings a unique perspective to the sales industry.

## With her Undercover Shop, she will:

- Identify behaviours and actions that cost you sales and decrease profits
- Discover gaps in the sales structure which stall or stop a sale
- Evaluate your sales professionals' strengths and weaknesses for closing the sale
- Customize "shops" and specific areas for your company
- Pinpoint touchpoints making buyers leave empty handed
- Develop an Undercover Review with an Action Plan to Save Sales
- Provide in-depth Sales Retention Evaluations



**Call immediately, before your  
sales team loses another sale!**

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## About Mj Callaway

Before launching her company, Mj garnered respect in a male-dominated building and construction industry by closing more than \$14 million dollars a year in front-end contracts for a national company.

In this position, Mj became known as the "clean-up crew" by being able to turn around Corporate Executives' sales heading for the dumpster. Under Mj's guidance, her clients have seen an increase in their sales by up to 40%.