

Ann Michaels & Associates

Press Release

Ann Michaels & Associates Announces

Ann Michaels & Associates presents mystery shoppers with a how-to seminar on Video Mystery Shopping at the 5th Annual Educational Conference for Shoppers hosted by the MSPA, July 19, 2008 in Pittsburgh, PA.

Naperville, IL - July, 2008 - "We are proud to be an active member of the MSPA (Mystery Shopper Providers Association) and to assist by providing shoppers with continued education through the many programs offered by the association," Kathy Doering, President and CEO of Ann Michaels explains. "Our video mystery shopping seminar will provide shoppers with the tools and education necessary to perform video mystery shops. Most video mystery shops occur within new home construction; however this is expanding into retail and restaurant as well." "Retail clients can use video mystery shopping as a tool for sales training which is one area of expertise for us. We focus all our mystery shopping programs around how well associates are listening to the buying clues of their customers."

Video Mystery Shopping Seminar

Ann Michaels & Associates, Inc.

Video shopping is gaining popularity in the industry. From general tips and instruction to hands on opportunities, this session will teach you how to conduct video shops with confidence. A question and answer session will be included. This is an excellent training session for those interested in video mystery shopping.



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