

Car Dealership Visit Feedback Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Use these seven questions as a focused starting point. Every question is optional so the creator can preserve the exact set, remove an item that does not fit the context, or adapt choices before sharing. The template is original editorial content, not a validated scale.

1. What was the main purpose of this visit?

- ☐ Explore vehicle options
- ☐ Ask product questions
- ☐ Take a test drive
- ☐ Discuss a purchase
- ☐ Collect or hand over a vehicle
- ☐ Other purpose

2. How easy was it to get help when you needed it?

- ☐ Very difficult
- ☐ Difficult
- ☐ Neither difficult nor easy
- ☐ Easy
- ☐ Very easy
- ☐ I did not need help

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3. How well did the salesperson listen to your needs?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ I did not speak with a salesperson

4. How clear was the information you received?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ I did not receive information

5. How comfortable did you feel with the level of sales pressure?

- ☐ Very uncomfortable
- ☐ Uncomfortable
- ☐ Neither uncomfortable nor comfortable
- ☐ Comfortable
- ☐ Very comfortable
- ☐ No sales pressure

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6. How clear were the next steps at the end of the visit?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ No next step was needed

7. What one change would have improved this visit?
