

The bachelor thesis is focused on the form of post-capitalist personal sales. It focuses mainly on the topic of building a relationship with a customer in selling, as a typical phenomenon of postcapitalism, and its influence on sales indicators. In theory, this type of sale is introduced from the point of view of sociologists and experienced salesman. It presents the context of its origin, its form and its specifics and principles. The thesis is based on the fact that it is important to gain customer trust in establishing a relationship between the sales assistant and the customer and thus the company and the customer. Trust is formed in the communication process, as a rule in an retail environment. This communication has its own rules in the form of customer service standards in sale. For a comprehensive view of the issue, a case study company has been selected and used as an example of how these standards are set in the guidance of a real retail company. In its stores, compliance with these standards in customer communication was measured by the Mystery Shopping method of research. The acquired data of the survey made it possible to compare whether stores with better results of Mystery Shopping research have also better results in increasing sales indicators such as sales, conversions, average value of receipts, average number of receipts and percentage of newly registered customers. Further input factors influencing the results of Mystery Shopping research and sales indicators were also found.