



# DEALERSHIP DEPARTMENT PERFORMANCE REVIEWS

## ACROSS FUNCTIONAL AREAS:

- **New & Used Vehicle Sales, Finance, and Insurance:** Assessing the performance of these departments involves evaluating sales metrics, customer satisfaction levels, and profitability.
- **Service Department:** Reviewing the Service Department entails examining various aspects such as workforce capacity, training, profitability, and customer satisfaction.
- **Parts Department:** The Parts Department review encompasses assessing inventory management, sales performance, profitability, and customer service levels.

## EXAMPLE OF A DEPARTMENT REVIEW:

<b>People:</b>	<ul style="list-style-type: none"><li>• Assessing whether the Department has the right personnel in terms of skill, capacity, training, engagement, and remuneration. Recognising and rewarding employees for their contributions is crucial for maintaining morale and motivation.</li></ul>
<b>Plan:</b>	<ul style="list-style-type: none"><li>• Evaluating if the Department has a dedicated plan in place to improve its performance, including clear objectives, timelines, and allocated resources. A formalised plan ensures accountability and progress tracking.</li></ul>
<b>Profitable:</b>	<ul style="list-style-type: none"><li>• Analysing the profitability of the Department and its contribution to the overall dealership's profitability. Assessing contribution rates is essential for determining if the operation is effectively covering fixed costs.</li></ul>
<b>Presentation:</b>	<ul style="list-style-type: none"><li>• Ensuring that the Department maintains pride in representing the dealership's brand and upholds its standards in customer service, professionalism, and branding.</li></ul>
<b>Process:</b>	<ul style="list-style-type: none"><li>• Verifying whether fundamental processes are in place to support the department's objectives, such as efficient workflow management, quality control measures, and customer service protocols.</li></ul>
<b>Passionate:</b>	<ul style="list-style-type: none"><li>• Assessing the level of passion and commitment displayed by Department staff toward the brand and their willingness to invest time and resources in enhancing offerings and customer experiences.</li></ul>

## DEPARTMENT REVIEWS:

### 1. Comprehensive Dealer Performance Review:

- Customised reviews tailored to each dealership's unique needs or specific requirements

### 2. In-Dealership Visit Format:

- **Financial Baseline Analysis:** Evaluating the current financial performance of the Department and identifying areas for improvement.
- **Observations and Recommendations:** Conducting on-site observations of current operations and facilitating discussions on recommended strategies and approaches to enhance performance.
- **Actionable Report:** Providing a comprehensive report post-visit outlining clear action items and recommendations for implementation.

### 3. Follow-Up Visits:

- Future visits are scheduled to monitor progress, provide additional support, and ensure the effective implementation of recommended strategies. These follow-ups help to gain traction and sustain improvements over time.