



### 10 Tips for Marine Dealership Performance Reviews

1. There are many reasons to conduct performance reviews, but perhaps the most important is the chance to identify opportunities to develop your employees' skills and experience. You can't expect your department or dealership to improve and grow unless your employees are improving and growing.
2. If you are conducting performance reviews for the first time, an easy way to start is to take the employee's job description and break it into three categories based on the impact each listed item has on the employee's success in the position: high, medium or low impact.
3. If you don't have job descriptions for your employees and you're an MRAA member, take advantage of our Sample Job Description Portal, which can be accessed by signing into MRAA.com with your member username and password, then entering the Career Center. Inside are a wide range of marine dealer job descriptions that you can download and customize to fit your business.
4. If you don't have job descriptions and you're not an MRAA member, you can get started developing them simply by asking your employees to list the duties they perform on a daily, weekly, monthly and annual basis.
5. Once you have the employee's job description in hand – broken into high, medium and low impact responsibilities – rate the employee in each area on a scale of 1 to 3, in which "3" = Exceeds Expectations, "2" = Meets Expectations and "1" = Needs Improvement.
6. Provide a blank copy of this performance evaluation to the employee in advance of the performance review meeting so that they have the opportunity to complete a self-evaluation.
7. During the meeting, review both versions of the evaluation, highlighting strengths, areas of improvement and opportunities for further development.
8. The opportunities for further development can be used to create a training and education plan for the employee, complete with deadlines and expected outcomes.
9. Use the high, medium and low impact categories to help you and your employee prioritize these development opportunities.
10. Lastly, the spirit in which you approach this conversation will go a long way toward determining whether it is effective. The employee must trust that you genuinely want to help them improve their performance. They need to hear you say that you have confidence in their ability to perform at a higher level. This helps them believe that they will have the ability and the support necessary to get there.