

Draft Manufacturer Performance Review



Manufacturer: _____

Location: _____

Scoring Criteria

Very Unacceptable (1) Somewhat Unacceptable (2) Somewhat Acceptable (3) Somewhat Acceptable (4) Somewhat Acceptable (5) Somewhat Acceptable (6) Very Acceptable (7)

For any questions not scored a 7, please explain why you scored it the way you did.

Please rate Manufacturer on the following Performance Categories:	Score	Comments
<p>Dealer Agreement: Consider: Written, well-defined mutually agreed upon performance expectations; Timely review of those expectations, at least annually; Defined cure period and resolution plan if you fall short of defined expectations; Clarity of deliverables Manufacturer will provide you; Reasonable sales volume commitment expectations; Length/term.</p>		
<p>Market Territory: Consider: Adequate territory size to support dealer growth; Clarity of communications around your territory; Integrity of Manufacturer in enforcing Dealer's territory; Clearly defined, enforceable policies for internet marketing and pricing.</p>		
<p>Product Quality: Consider: Overall product quality; Overall quality of cosmetic finish; Functionality, reliability and performance of boat, engine, electronic and accessories.</p>		
<p>Education and Training: Consider: Quality of onboarding programs for new dealers as well as ongoing management, sales, service administrator and boat technician training programs; Cost and accessibility of training to your dealership; Effectiveness of education-related communications; Ease of use and training on manufacturer's dealer portal.</p>		
<p>Marketing & Promotions: Consider: Number and timeliness of manufacturer qualified leads received; Quality of marketing solutions provided (point of sale or campaigns); Marketing support and its ease of use; Effectiveness of overall marketing and promotions communications; Overall marketing, promotions and events performance; Boat show support.</p>		
<p>Warranty Programs & Processes: Consider: Consumer warranty program/coverage with clearly defined policies and parameters related to all coverage; Overall performance of warranty representative; Responsiveness in support of warranty-related questions or repairs; Market-competitive reimbursement rates; Prompt payment of warranty claims; Effectiveness of warranty-related communications; Overall warranty coverage; Shows true partnership with dealer.</p>		
<p>Parts Delivery: Consider: Timely parts delivery and effective parts-related communications; Responsiveness and support on parts fulfillment/delivery requirements; Accuracy of parts orders received; Ability to look up accurate parts with a specific part number; Notification of parts obsolescence for ordering or stocking purposes.</p>		
<p>Market Share: Consider: Programs and products to become national leader in their segment; Support for dealer to grow regional market share; Competitive price and value of Manufacturer product; Creates plans with dealer to increase market share.</p>		
<p>Satisfaction with Manufacturer's Rep: Consider: Productive relationship, with regular, pre-scheduled visits; Timely notification of programs, incentives and rebates; Responsiveness and engagement with dealership; Boat show or other event support; Provides product knowledge, training, competitive product analysis; Awareness of geographic market to support dealer growth.</p>		
<p>Satisfaction With Relationship: Consider: Responsiveness to dealer's overall business needs and timeliness on urgent needs; Keeping you informed about their programs, policies and strategies, recalls and product changes/issues; Does what is right on behalf of the customer and dealer.</p>		

Total Possible: _____ **Total Score:** _____ **Percentage:** _____

Scored By (print name): _____ Signature: _____ Date: _____

Action Ideas
