

# Guidance for Scoring



# Manufacturer Scorecards / Performance Review

This Guidance document has been provided by the MRAA for use in completing an annual Dealer Performance Review. This document provides guidance on industry-accepted norms, but should be correlated to each specific manufacturer's dealer agreements and other documents that establish expectations for its dealer network. The 1-7 categories below are meant to correlate to MRAA's provided Performance Review Scorecard, offering you guidance on what constitutes a score of 7 and each score below that perfect mark. MRAA strongly recommends annual performance reviews take place between manufacturers and dealers to ensure performance and customer experience expectations are being met by both parties. It is important that the individual or department with the best knowledge and understanding of a specific performance category be designated to complete the performance review. In other words, you don't want your warranty department completing a dealer performance review on marketing or sales effectiveness just like you wouldn't want a dealer's sales manager completing a review of the manufacturer's warranty processes. Please feel free to modify this guidance document based on your own internal expectations, but make sure the established expectations for what success looks like are documented in your dealer agreement or another formal document that is shared and mutually agreed to by both parties well in advance of the performance review.

Performance Category	1 Very Unacceptable	2	3 Somewhat Unacceptable	4	5 Somewhat Acceptable	6	7 Very Acceptable	INSTRUCTIONS
<b>Dealer Agreement:</b> 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.	Has 1 or None of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 2 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 3 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 4 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 5 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 6 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Has 7 of 7: _ Written dealer agreement _ Clearly defined expectations _ Annual review of expectations _ Defined cure period & resolution _ Clarity of manufacturer deliverables _ Volume commitment expectations _ Length/Term of agreement	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Market Territory:</b> 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.	Poor performance throughout: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Poor performance in 3 categories: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Poor performance in 2 of 4 categories: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Avg. performance in all categories: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Strong in 3 of 4; weak in 1 category _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Strong but lacks clarity in mktg policy: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	Strong in all four categories: _ Adequate territory size _ Clarity of communication re: territory _ Mfg. integrity enforcing territory _ Clear, enforced marketing policies	See included recommended scale. Adjust per your dealership's preferences.
<b>Product Quality:</b> Consider: Overall product quality; Overall quality of cosmetic finish; Functionality, reliability and performance of boat, engine, electronics and components.	Poor performance throughout: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Poor performance in 4 of 5 categories: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Poor performance in 3 of 5 categories: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Average in 3 or more Categories: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Strong in 3 of 5; avg in 2 categories _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Strong in 4 of 5; avg. in fifth category: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	Strong in all five categories: _ Overall product quality _ Overall quality of cosmetic finish _ Boat, engine, component functionality _ Boat, engine, component performance _ Boat, engine, component reliability	See included recommended scale. Adjust per your dealership's preferences.
<b>Education and Training:</b> 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.	Has 1 or None of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 2 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 3 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 4 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 5 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 6 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Has 7 of 7: _ Dealer onboarding program _ Management Training _ Service Administrator Training _ Technician Training _ Cost, accessibility of training _ Effective training communications _ Effectiveness of dealer portal	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Marketing and Promotions:</b> 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.	Has 1 or None of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 2 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 3 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 4 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 5 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 6 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Has 7 of 7: _ Number of leads shared with dealer _ Timeliness of sharing leads _ Quality of marketing resources _ Marketing support & ease of use _ Effectiveness of marketing comms _ Overall marketing performance _ Boat show support	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Warranty Programs and Processes:</b> Consider: Consumer warranty program/coverage with clearly defined policies and parameters related to 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.	Has 1 or None of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 2 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 3 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 4 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 5 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 6 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Has 7 of 7: _ Consumer warranty coverage _ Clearly defined policies, parameters _ Warranty representative performance _ Responsiveness to warranty issues _ Market-competitive reimbursement _ Prompt payment of claims _ Partnership with dealer	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Parts Delivery:</b> 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.	Has 1 or None of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 2 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 3 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 4 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 5 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 6 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Has 7 of 7: _ Timely delivery of parts _ Effective Communications _ Support on parts fulfillment _ Accuracy of parts orders received _ Responsiveness on parts fulfillment _ Ability to look up parts with parts # _ Notifications of parts obsolescence	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Market Share:</b> 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.	Poor performance throughout: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Poor performance in 3 categories: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Poor performance in 2 of 4 categories: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Avg. performance in all Categories: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Strong in 3 of 4; weak in 1 category _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Strong in 3 of 4; average in one category: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	Strong in all four categories: _ Segment leadership _ Support for dealer to increase share _ Competitive price and value _ Co-creates plans to increase share	See included recommended scale. Adjust per your dealership's preferences.
<b>Satisfaction with Manufacturer's Rep:</b> 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.	Has 1 or None of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 2 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 3 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 4 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 5 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 6 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Has 7 of 7: _ Productive relationship, regular visits _ Timely notification of critical info _ Responsiveness to dealer needs _ Engagement in dealer's success _ Provides product knowledge, training _ Provides competitive product analysis _ Awareness of geographic market	Score one point for each of the criteria the dealer has met. 7 points means they score a 7; 6 points mean they score a 6; and so forth.
<b>Satisfaction With Relationship:</b> 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.	Less than 80% satisfaction with no documented plan	Less than 80% satisfaction with plan for improvement	Less than 85% satisfaction with plan for improvement	85-90% satisfaction	90-94% satisfaction	95-99% satisfaction	100% satisfaction	See included recommended scale. Adjust per your dealership's preferences.