



Manufacturer Scorecard Step-By-Step Process:

To Get Started:

- ☐ Complete MRAA's Manufacturer Enrollment Form found at MRAA.com/Scorecards or confirm participation with Matt Gruhn at matt@mraa.com / 763-333-2421

Initial Steps to Take:

- ☐ Pay the MRAA Scorecard Start-Up Fee and Program invoice.
- ☐ Complete MRAA/CSI, Inc. contract and enrollment process (via email from CSI, Inc.). This will include:
 1. E-Sign the contract
 2. Upload your brand logo in a .jpg format.
 3. Provide your main brand's main contact name and contact info.
 4. Provide name, title, email address of all team members to receive copies of reports.
 5. Determine the Boat Type Segment your brand would prefer to be compared against.
 6. Upload Excel document of dealer lists with separate tabs for each boat brand.
 7. Share the number of emails you would like sent to your dealers.
 8. Share the cadence on which those emails will be sent (e.g. Every other day for two weeks, twice a week for three weeks, once a week for a month.)
- ☐ Prepare your dealer list in Excel for upload into the Scorecard platform. Download our handy template at MRAA.com/ScorecardResources. Here's what you'll need:
 1. Dealership Name
 2. Location (City, State)
 3. Contact person, title, and phone and email
 4. Sales reps name and employee code for rep (MRAA/CSI will create one if necessary)

After Enrollment:

- ☐ CSI, Inc. sets up Manufacturer's individual brand Scorecard Program.
- ☐ You will receive a copy of the signed agreement and a Welcome Letter, including overview of next steps.
- ☐ You and your team will receive a video tutorial on how to use the MRAA Scorecard Dashboard and access to a web portal with Scorecard resources for your use.

Launching the Surveys:

- ☐ You will send notice to your dealers, to encourage them to participate.
- ☐ MRAA/CSI, Inc. will distribute an email request to participate to your dealers, including a video tutorial.
- ☐ You'll have full control in your customized dashboard.

After the Email Survey Campaign Has Begun:

- ☐ You will receive notices as dealer reports with Hot Sheet/Key Action Items are submitted
- ☐ MRAA recommends you follow up on Hot Sheets/Key Action Items within 24 hours.
- ☐ You will receive monthly reports and status updates, above and beyond your ongoing portal access.
 1. Your individual brand's scores
 2. A comparison of your brand to other internal brands, as applicable
 3. A comparison of your brand to aggregate industry averages