



# DEALERSHIP AUDIT

## 01 UNDERSTANDING

Most automakers are strict in keeping their corporate identity strong – they ensure that their customers can enjoy a consistent look and feel, and service quality of their brands across their dealership networks all over the world. A Dealer Audit can help ensure that the dealership's showroom is designed in a way that conforms with the manufacturers' brand guidelines.

## 02 KEY BENEFITS

- ▶ Invoice Verification
- ▶ Claims Validity and Payout
- ▶ Target Monitoring
- ▶ Incentive Payout
- ▶ Margins Payout and Validity
- ▶ Stock Verification & management
- ▶ Customer Experience Verification

## 03 KEY RISK

- ▶ Inappropriate Customer File maintenance
- ▶ Falsification of Claims and incentives
- ▶ Non maintenance of Stock (Vehicles, Accessories)
- ▶ Inappropriate Customer Experience

## 04 SERVICES OFFERED

- ▶ **Dealership Payout Review** in terms of Invoice Verification, Claim management and verification, stock verification etc.
- ▶ **Dealership Performance Review** in terms Showroom and Service Area Ambiance, Manpower Sales and Services and Customer files maintenance etc.



### NEW DELHI

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### MUMBAI

404, Sanjay Appa Chamber, Opposite Hotel  
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# A. DEALERSHIP PAYOUT REVIEW

## Methodology

### Dealership Payout Review

**01**

To re-invent the processes for better customer satisfaction

**02**

Review of Dealership agreements & validity

**03**

Tracking of Vehicles: Sold and Unsold Inventory and invoice verification

**04**

Verification of Sale of Extended Warranty and Insurance, Accessories

**05**

Verification of Corporate, exchange and Loyalty discount and any other discount passed on

**06**

Review of Planning Vs Actual Advertisement Budget

**07**

Understanding of total Advertisement done and actual reimbursement claimed

**08**

Review and Evaluation of Contract with Advertisement Agencies (As applicable)

**09**

Final Reporting



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# Scope of Work

## Dealership Payout Review

Area	Scope
<b>Dealership Agreement</b>	Dealership agreement should be reviewed in order to understand its structure, validity and margins agreed accordingly.
<b>Sales Tracking</b>	Monthly and actual sale targets to be reconciled and actual margins paid
<b>Invoice Verification</b>	Ex-showroom and other schemes to be determined while calculating the margin to be paid.
<b>Insurance</b>	List of Insurance companies empaneled with Automobile Company, monthly targets for sale of insurance and commission paid accordingly.
<b>Extended Warranty</b>	Total EW sold to customer vs actual target, commission paid accordingly
<b>Institutional Sales</b>	Monthly Schemes and amount to be reimbursed, list of companies empaneled and all necessary documents obtained from customer, Verification of Claims accordingly.
<b>Exchange and Loyalty</b>	Monthly Schemes and amount to be reimbursed, list of all necessary documents obtained from customer, Verification of Claims as per the policy.
<b>Any other discounts and schemes</b>	Monthly Schemes and amount to be reimbursed, list of all necessary documents obtained from customer, Verification of Claims as per the policy.
<b>Genuine Accessories</b>	Accessories Sales and margins agreed accordingly, total accessories sold and margins paid accordingly.
<b>Advertisement</b>	Frequency of Advertisement activities, Promotional Event Conducted and Conversion rate.
<b>Planning Vs Actual Advertisement Budget</b>	Dealership agreement should be reviewed in order to understand its structure, validity and margins agreed accordingly.
<b>Actual Advertisement</b>	Actual advertisement claims need to be determined for which reimbursement is made.
<b>Vendor Evaluation and their contracts</b>	Vendor Should be selected depending on their credibility and past experience. Contract terms and condition should be determined before reimbursing the expenses
<b>Review of Actual Spend Vs Claimed</b>	Actual Spend should be compared with the actual claimed.



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## B. DEALERSHIP PERFORMANCE REVIEW

### Methodology & Scope of Work Dealership Performance Review

#### 01 Showroom Ambience

Overall ambience and condition of the showroom to mapped such as lounge area, delivery area etc.

#### 02 Customer Experience

Customer overall experience during the time of enquiry, booking, delivery

#### 03 Service Ambience

Workshop needs to be checked, required facilities. Customer lounge facilities etc.

#### 04 Used Car Area

Customer overall experience during the time of enquiry, booking, delivery

#### 05 Test Drive

No. of Cars allotted for test drive, Condition, Stickers, RC and Insurance etc.

#### 06 Manpower sales and service

Dealer Manpower updation in AMS, Dress Code, Name Plate etc.

#### 07 Customer Files Maintenance

Customer Files evaluation to be reviewed to verify the maintenance of relevant documents pertaining to the cars sold

#### 08 Validation of Monthly Booking Review

Monthly booking raised by dealership vs actual sales vs Cancellation. Further the validation of booking.

**Note:** The related scope of work covering all the above areas shall be designed and mapped accordingly.