

**“Living The DREAM” – Marketing Assistant Manager Evaluation**

Employee Name:

Employee ID:

Date:

Manager Name:

Store:

**Rating Definitions**

1 = Does Not Meet	2 = Partially Meets/Developing	3 = Meets	4 = Exceeds	5 = Outstanding/Exceptional
<ul style="list-style-type: none"> <li>Did not meet performance standards</li> <li>Immediate improvement is required</li> <li>Employee may have been on a Performance Improvement Plan (PIP) or corrective action</li> </ul>	<ul style="list-style-type: none"> <li>Inconsistent performance</li> <li>Employee needs improvement or growth in areas of weakness</li> <li>Employee requires additional training, job experience, and/or feedback</li> </ul>	<ul style="list-style-type: none"> <li>Met all performance standards</li> <li>Solid, good performance was employee's norm</li> <li>Results were timely and accurate</li> </ul>	<ul style="list-style-type: none"> <li>Consistently exceeded performance standards</li> <li>Employee achieved results above expectations</li> <li>High performing employee; timeliness and quality of work is excellent</li> </ul>	<ul style="list-style-type: none"> <li>Employee achieved results well beyond expectations</li> <li>Contributed unique, innovative, and workable solutions to challenges</li> <li>Easily recognized as a top performer and excellent resource</li> </ul>

**3 CORE FUNDAMENTAL RESPONSIBILITIES**

1 = Does Not Meet | 2 = Partially Meets/Developing | 3 = Meets | 4 = Exceeds | 5 = Outstanding/Exceptional

Earn the Visit					Rating
Consistently models a Ready to Serve mindset with customers in person and on the phone.	1	2	3	4	5
Builds relationships, under the umbrella of safety, to identify the customer's immediate needs.	1	2	3	4	5
Listens for and provides solutions to meet the customer's immediate needs.	1	2	3	4	5
Consistently invites customers to visit the store.	1	2	3	4	5
Effectively models Best Practices for Earn the Visit.	1	2	3	4	5

Feedback:

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3 Phase CES with Treadwell (Showroom & Air Check Bays)					
					Rating
<b>Inviting:</b> Builds relationships with customers under the umbrella of safety by gathering accurate data from the customer and the vehicle.	1	2	3	4	5
<b>Easy:</b> Ensures Treadwell is utilized as a tool to help empower the customer and shares findings with the customer to make it easy to understand.	1	2	3	4	5
<b>Safe:</b> Makes specific recommendations based on Phase 1 findings using Treadwell.	1	2	3	4	5
Utilizes tools to offer options and provide additional value-added solutions; e.g., Synchrony Car Care, etc.	1	2	3	4	5
Ensures air checks are consistently executed according to the Air Check Best Practices.	1	2	3	4	5

Feedback:

**3 CORE FUNDAMENTAL RESPONSIBILITIES** (Continued)

1 = Does Not Meet | 2 = Partially Meets/Developing | 3 = Meets | 4 = Exceeds | 5 = Outstanding/Exceptional

Workflow	Rating
Understands and executes all workflow roles and responsibilities.	1 2 3 4 5
Understands and executes all workflow concepts.	1 2 3 4 5
Executes showroom/service area workflow transition process with a sense of urgency.	1 2 3 4 5

Feedback:

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General Expectations	Rating
Follows dress code requirements and compels staff compliance.	1 2 3 4 5
Supports 5S environment.	1 2 3 4 5
Demonstrates a Can-do attitude.	1 2 3 4 5
Receptive to feedback.	1 2 3 4 5
Proactively seeks to learn, gain, and share knowledge.	1 2 3 4 5
Respected by fellow employees for leadership, communication, and coaching ability.	1 2 3 4 5

Feedback:

**AOR LEADERSHIP RESPONSIBILITIES**

1 = Does Not Meet | 2 = Partially Meets/Developing | 3 = Meets | 4 = Exceeds | 5 = Outstanding/Exceptional

Marketing Assistant Manager	Rating
<b>Adjustment Sales Process:</b> Stages and stores adjustments in designated area, performs a daily audit of tires and data accuracy, performs the RTV-RTW process with warehouse personnel, performs product recall processing when necessary, and reviews RTV capture rate report.	1 2 3 4 5
<b>Appointments: Next in Bay:</b> Maintains an accurate and up to date appointment list, confirms appointments with customers, follows up on missed appointments; reviews Next in Bay report regularly.	1 2 3 4 5
<b>BOPIS / Web Orders:</b> Verifies product availability for appointment; communicates clearly with customer; prepares for the visit; executes the 3 Phase Strategy; honors the appointment.	1 2 3 4 5
<b>Discount Tire Card:</b> Ensures that everyone on the sales team offers the Discount Tire Card to every customer.	1 2 3 4 5
<b>Quotes / Layaways:</b> Reviews layaway report daily and works to close out old layaways.	1 2 3 4 5
<b>SA Mentorship:</b> Builds relationships with new Sales Apprentices, empowers Apprentices to learn, personalizes the learning journey and training plan, delivers training to Apprentices, coaches Apprentices; consistently delivers Sales Apprentice Evaluations accurately and on time.	1 2 3 4 5
<b>Showroom 5S:</b> Coordinates store openings and closing duties; performs showroom audits; orders showroom productive supplies.	1 2 3 4 5
<b>Showroom Merchandising:</b> Maintains a current and up to date Showroom with current POP, develops and shares product knowledge, plans and communicates upcoming promotions and rebates, maintains employee showroom dress codes, reviews pillar promotions report regularly.	1 2 3 4 5
<b>Special Orders:</b> Reviews the Special Orders log daily, coordinates receiving and shipping of STOs, contacts customers upon receiving product, and prepares web order product.	1 2 3 4 5
<b>TPMS:</b> Coaches team to identify any issues; inspects valve stems and TPMS warning light then shares what is seen with the customer.	1 2 3 4 5

Feedback:

## SERVANT LEADER CAPABILITIES

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Cultivating Our People		Rating
<b>Integrity</b>	<ul style="list-style-type: none"> <li>• Displays high integrity and honesty in all matters; walks the talk.</li> <li>• Does the right thing – more concerned with what is right than with being “right”.</li> <li>• Exhibits humility; is modest about own importance and contributions.</li> <li>• Demonstrates trust by promoting open dialogue and respecting confidentiality.</li> </ul>	1 2 3 4 5
<b>Our People</b>	<ul style="list-style-type: none"> <li>• Encourages and listens to different viewpoints and perspectives.</li> <li>• Acts as a mentor, helping others to develop and advance in their careers.</li> <li>• Provides the support necessary for people to develop, including the time to grow and ability to learn from their mistakes.</li> <li>• Behaves with compassion when an employee is faced with difficult situations.</li> </ul>	1 2 3 4 5
<b>Our Customers</b>	<ul style="list-style-type: none"> <li>• Quickly gains trust and respect from his/her customers and people.</li> <li>• Listens to and observes others carefully to adjust style to the needs of people or the situation.</li> <li>• Creates loyalty, earning customers for life.</li> <li>• Confronts issues or conflicts promptly so they do not escalate.</li> </ul>	1 2 3 4 5
<b>Growth (Self)</b>	<ul style="list-style-type: none"> <li>• Keeps individuals informed of information or changes that may impact them.</li> <li>• Understands his/her role and responsibilities to customers.</li> <li>• Seeks feedback to improve him/herself; acts upon the feedback received.</li> <li>• Holds self accountable to commitments and takes responsibility for his/her actions; does not blame others.</li> <li>• Continuous improvement: keeps self relevant through professional and personal development.</li> </ul>	1 2 3 4 5
<b>Growth: Continuously Cultivating Our People</b>	<ul style="list-style-type: none"> <li>• Coaches employees to improve performance, while modeling trust behaviors.</li> <li>• Empowers others by letting them finish and be responsible for his/her work, providing guidance as needed.</li> <li>• Sets clear expectations; gives specific, behavioral, and helpful feedback.</li> <li>• Understands what motivates individuals to perform at their BEST, applying it to support employee motivation and performance.</li> </ul>	1 2 3 4 5
<b>Attitude</b>	<ul style="list-style-type: none"> <li>• Approaches work with a positive attitude and strong work ethic; helping to create a productive atmosphere.</li> <li>• Maintains composure: assesses the situation before responding and providing calm and clear information or direction.</li> <li>• Has a safety mindset towards our work, each other, and our customers.</li> <li>• Takes the time to acknowledge, share, and celebrate our wins and successes.</li> </ul>	1 2 3 4 5

Overall Average Rating for Servant Leader Capabilities:

Feedback:

Merit increase recommended: Yes No

**Signatures:**

Manager:		Date:	
Marketing Assistant Manager:		Date:	