

Marketing Business Review Worksheet

Store #: _____

Name: _____

Date: _____

Gauge	Month:
 <p>BOPIS/Web/Appts Secondary Drivers <input checked="" type="checkbox"/> Best Practice & Visual Standards <input checked="" type="checkbox"/></p>	<p>BOPIS/Web/Appts Primary Drivers</p> <p>BOPIS CDI: MTD _____ +/- _____ %</p> <p>BOPIS/Web/Appts Secondary Drivers</p> <p>Planned vs Unplanned: Appt _____ % No Appt _____ % Store Appt _____ % Web Appt _____ %</p> <p>Appointments / Next in Bay: MTD _____ YTD _____</p> <p>InMoment Reporting: APPT Yes RCDI _____ % No RCDI _____ %</p> <p>Monthly PO Report: Day Diff _____ Ref _____ % Email _____ %</p> <p>Accurate Wait Time Primary Drivers</p> <p>QAWT: Yes _____ % Wasn't Quoted _____ % No _____ %</p> <p>Accurate Wait Times Secondary Drivers</p> <p>QAWT by Salesperson: Sales 1: Name _____ Yes _____ % Sales 2: Name _____ Yes _____ % Sales 3: Name _____ Yes _____ % Sales 4: Name _____ Yes _____ %</p> <p>Journey Tracker: <i>(reporting updates in progress)</i></p>
 <p>Customer Demand Secondary Drivers <input checked="" type="checkbox"/> Best Practice & Visual Standards <input checked="" type="checkbox"/></p> <p>UPI/UPUI Best Practice & Visual Standards <input checked="" type="checkbox"/></p>	<p>Customer Demand Primary Drivers</p> <p>Demand/Day: Total _____ +/- _____ Unit Inv _____ %</p> <p>Customer Demand Secondary Drivers</p> <p>DT Card Report / App Target: MTD +/- Target _____ YTD +/- Target _____</p> <p>Layaway and Quotes: # with \$0 _____ # no activity for 30 days _____</p> <p>Fleet Dashboard: Apps per week _____</p> <p>UPI/UPUI Primary Drivers</p> <p>UPI: _____ +/- _____ UPUI: _____ +/- _____</p>



Record progress from previous month: