
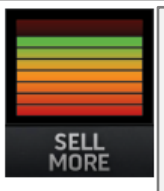






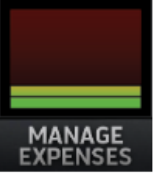

Marketing Business Review Worksheet

Store #: _____

Name: _____

Date: _____

Gauge	Month:
<div style="text-align: center;">  </div> <p style="color: red; font-weight: bold;">BOPIS/Web/Appts</p> <p>Secondary Drivers <input type="checkbox"/></p> <p>Best Practice & Visual Standards <input type="checkbox"/></p> <p style="color: red; font-weight: bold;">Accurate Wait Times</p> <p>Secondary Drivers <input type="checkbox"/></p> <p>Best Practice & Visual Standards <input type="checkbox"/></p>	<div style="background-color: black; color: white; padding: 2px; font-weight: bold;">BOPIS/Web/Appts Primary Drivers</div> <p>BOPIS CDI: MTD _____ +/- _____ %</p> <p style="text-align: center; font-weight: bold; color: blue; text-decoration: underline;">BOPIS/Web/Appts Secondary Drivers</p> <p>Planned vs Unplanned: Appt _____ % No Appt _____ %</p> <p style="padding-left: 100px;">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> <div style="background-color: black; color: white; padding: 2px; font-weight: bold;">Accurate Wait Time Primary Drivers</div> <p>QAWT: Yes _____ % Wasn't Quoted _____ % No _____ %</p> <p style="text-align: center; font-weight: bold; color: blue; text-decoration: underline;">Accurate Wait Times Secondary Drivers</p> <p>QAWT by Salesperson: Sales 1: Name _____ Yes _____ %</p> <p style="padding-left: 100px;">Sales 2: Name _____ Yes _____ %</p> <p style="padding-left: 100px;">Sales 3: Name _____ Yes _____ %</p> <p style="padding-left: 100px;">Sales 4: Name _____ Yes _____ %</p> <p>Journey Tracker: (reporting updates in progress)</p>
<div style="display: flex; align-items: center;">  <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Tires +/- _____</p> <p>Wheels +/- _____</p> <p>Total +/- _____</p> </div> </div> <p style="color: red; font-weight: bold;">Customer Demand</p> <p>Secondary Drivers <input type="checkbox"/></p> <p>Best Practice & Visual Standards <input type="checkbox"/></p> <p style="color: red; font-weight: bold;">UPI/UPUI</p> <p>Best Practice & Visual Standards <input type="checkbox"/></p>	<div style="background-color: black; color: white; padding: 2px; font-weight: bold;">Customer Demand Primary Drivers</div> <p>Demand/Day: Total _____ +/- _____ Unit Inv _____ %</p> <p style="text-align: center; font-weight: bold; color: blue; text-decoration: underline;">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> <div style="background-color: black; color: white; padding: 2px; font-weight: bold;">UPI/UPUI Primary Drivers</div> <p>UPI: _____ +/- _____ UPUI: _____ +/- _____</p>

<div style="text-align: center;">  </div> <div style="margin-top: 10px;"> <p style="text-align: center;">AUR</p> <p style="text-align: center;">+/-</p> </div> <p style="color: red; font-weight: bold; margin-top: 10px;">Good/Better/Best</p> <p style="text-align: center; font-size: small;">Best Practice & Visual Standards </p> <p style="color: red; font-weight: bold; margin-top: 10px;">Products/Services</p> <p style="text-align: center; font-size: small;">Best Practice & Visual Standards </p> <p style="color: red; font-weight: bold; margin-top: 10px;">Capture Rate Detail</p> <p style="text-align: center; font-size: small;">Best Practice & Visual Standards </p> <div style="background-color: #e0f0e0; padding: 5px; margin-top: 10px;"> <p style="font-weight: bold; font-size: small;">Standards/Targets</p> <ul style="list-style-type: none"> - Wiper Blades 20% min - OE Lugs 3 kits per day - Wheel Alignments 8% </div>	<div style="background-color: black; color: white; padding: 2px 5px; font-weight: bold;">Good/Better/Best Primary Drivers</div> <p style="margin-top: 10px;">G/B/B: Good _____% +/- _____ Better _____% +/- _____ Best _____% +/- _____</p> <div style="background-color: black; color: white; padding: 2px 5px; font-weight: bold;">Products/Services Drivers</div> <p style="text-align: center; font-weight: bold; font-size: small; margin-top: 5px;"><u>Products/Services Secondary Drivers</u></p> <p>Wiper Blades: _____%</p> <p>OE Lugs: OE Kits Sold QTY per day _____</p> <p>Wheel Alignments*: Alignments per invoice _____% +/- _____% <small>*if applicable</small></p> <div style="background-color: black; color: white; padding: 2px 5px; font-weight: bold;">Capture Rate Detail Primary Drivers</div> <p style="margin-top: 10px;">Capture Rate Detail: Total ADJ _____ Workmanship _____ In-Store Damage _____</p> <p style="margin-left: 40px;">Mileage _____ Road Haz _____ Road Haz Rate _____ Capture Rate _____</p> <div style="background-color: black; color: white; padding: 2px 5px; font-weight: bold;">Managing Inventory Drivers</div> <p style="text-align: center; font-weight: bold; font-size: small; margin-top: 5px;"><u>Managing Inventory Secondary Drivers</u></p> <p style="margin-top: 10px;">Managing Excess Inventory: Non Y _____% +/- _____% # Units >12 mo old _____</p>
<div style="text-align: center;">  </div> <p style="color: red; font-weight: bold; margin-top: 10px;">Managing Inventory</p> <p style="text-align: center; font-size: small;">Best Practice & Visual Standards </p>	

Record progress from previous month: