

Weekly AOR Check In- Marketing Manager

Employee Name:

Store:

Manager Name:

Date:

ASSESSING THE GAUGES-STORE RESULTS

HAPPY EMPLOYEES			HAPPY CUSTOMERS			SELL MORE			SELL BETTER			MANAGE EXPENSE		
Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results
APP Overdue DTU	0 overdue		CDI-Trusted Expert	86%		DT Card	+1 per day		TRDW Conversion %	60%				
			Quote Accurate Wait	80%		Customers per Day	+2 per day		TRDW Mismatch %	>10%				
			CDI- BOPIS	85%		TPMS Ratio	>5%		DT Card	+ 1 per day				
						Wiper Blades	+2 per day							
						Missed Call %	>10%							

ASSESSING THE GAUGES-PERSONAL RESULTS

HAPPY EMPLOYEES			HAPPY CUSTOMERS			SELL MORE			SELL BETTER			MANAGE EXPENSE		
Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results	Drivers	Expectation	Results
Overdue DTU	0 overdue		CDI-Trusted Expert	86%		Wheel %	10%		TRDW Conversion %	60%				
Overdue Talks	0 overdue		Email Collection %	12%		UPI(use store avg)			TRDW Mismatch %	>10%				
			Quote Accurate Wait	80%		Acc. PPU	\$2.00		Certificate %	>75%				
									Labor \$ per Unit	\$22.00				

LEADERSHIP RESPONSIBILITIES

1 = Does Not Meet	2 = Partially Meets/Developing	3 = Meets
<ul style="list-style-type: none"> Did not meet performance standards Immediate improvement is required Employee may have been on a Performance Improvement Plan (PIP) or corrective action 	<ul style="list-style-type: none"> Inconsistent performance Employee needs improvement or growth in areas of weakness Employee requires additional training, job experience, and/or feedback 	<ul style="list-style-type: none"> Met all performance standards Solid, good performance was employee's norm Results were timely and accurate

1 Recruiting / Training / Coaching / Mentoring

Sales Apprentice Mentorship (Supports Senior) 1 2 3

2 Right Number of Qualified People Scheduled

3 Environment Ready

Showroom Merchandising 1 2 3

4 Clear Roles and Responsibilities

Adjustment Sales	1	2	3
Process BOPIS/Web	1	2	3
Orders Discount Tire	1	2	3
Financing Quotes &	1	2	3
Layaways Special Orders	1	2	3
TPMS	1	2	3
Wiper Blades	1	2	3