

Team 1 - Exterior of Building & Website Review

5=Shining example to the industry 4=exceptionally better than industry 3= at or slightly above industry; acceptable
2=Below expectations of 20 Group member 1= Immediate attention, affecting business negatively

Review Area:	Circle: 5 is Highest	Comments:
Landscaping/Parking Lot		
First Impression	5 4 3 2 1 N/A	
Curb Appeal Overall	5 4 3 2 1 N/A	
Landscaping	5 4 3 2 1 N/A	
Outside Maintenance	5 4 3 2 1 N/A	
Cleanliness	5 4 3 2 1 N/A	
Potholes or other attention?	Yes / No	If yes, where:
Dumpsters/containers visible?	Yes / No	If yes, move or hide:
Customer parking	5 4 3 2 1 N/A	Are there lines?
Employee parking	5 4 3 2 1 N/A	
Exterior, Signage & Windows		
Exterior Bldg. Appearance	5 4 3 2 1 N/A	
Exterior Bldg. Cleanliness	5 4 3 2 1 N/A	
Visibility from Road	5 4 3 2 1 N/A	
Signage (Company)	5 4 3 2 1 N/A	
Signage (MFR/Other)	5 4 3 2 1 N/A	
Exterior Displays (ground)	5 4 3 2 1 N/A	
Exterior Displays (banners)	5 4 3 2 1 N/A	
Country/Territory flag, if present, undamaged	5 4 3 2 1 N/A	
Hours of Operation Posted	Yes / No	
Windows clean & damage free	5 4 3 2 1 N/A	
Service Bay Doors	5 4 3 2 1 N/A	If windows, are any broken?
Early Bird Service	5 4 3 2 1 N/A	
Store Vehicles		
-Condition	5 4 3 2 1 N/A	
-Image Value Wrap/Branding	5 4 3 2 1 N/A	
Website Review		
First Impression	5 4 3 2 1 N/A	
Does it tell your story?	5 4 3 2 1 N/A	
Ease of Navigation	5 4 3 2 1 N/A	Is it crisp, clean, and simple?
Completeness	5 4 3 2 1 N/A	How to find us, contact info, hours, etc.
Is there a call to action?	Yes / No	
Social Media Links	5 4 3 2 1 N/A	
Optimized for smart phones & tablets	5 4 3 2 1 N/A	
Mgt. of Review Websites Google +, Yelp, etc...	5 4 3 2 1 N/A	
Tires Priced?	5 4 3 2 1 N/A	
Can make Appointments	5 4 3 2 1 N/A	
Differentiated from Competitors	5 4 3 2 1 N/A	

Please take, if necessary a few photos of any major items you wish to discuss and send to the facilitator

If you had \$10K to spend, what would you change or improve; and in what priority order?

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Review Area:	Circle: 5 is Highest	Comments:
Showroom		
First Impression	5 4 3 2 1 N/A	
Overall Cleanliness	5 4 3 2 1 N/A	
Lighting (Bulbs work/adequate light)	Yes / No	
Floors & Carpeting	5 4 3 2 1 N/A	
Windows Clean & Uncluttered	5 4 3 2 1 N/A	
Write Up Area Clean & Uncluttered	5 4 3 2 1 N/A	
Menu Board Clean & Professional	5 4 3 2 1 N/A	
Customer Waiting Area		
Overall Cleanliness	5 4 3 2 1 N/A	Including furniture and beverage area.
Furniture	5 4 3 2 1 N/A	
Point of Sale Materials (minimal)	5 4 3 2 1 N/A	
Displays	5 4 3 2 1 N/A	
Restrooms	5 4 3 2 1 N/A	
Security Cameras	Yes / No	
Shop		
Overall Cleanliness	5 4 3 2 1 N/A	
Organization	5 4 3 2 1 N/A	
Layout Optimization	5 4 3 2 1 N/A	
Work Stations/Bays & Tool Boxes	5 4 3 2 1 N/A	
Lighting	5 4 3 2 1 N/A	
Floor	5 4 3 2 1 N/A	
Equipment	5 4 3 2 1 N/A	
Lifts / Condition	5 4 3 2 1 N/A	
Employee restroom	5 4 3 2 1 N/A	
Stockroom		
Cleanliness	5 4 3 2 1 N/A	
Organization	5 4 3 2 1 N/A	
Layout Optimization	5 4 3 2 1 N/A	
Breakroom		
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Comfortable & Adequate	5 4 3 2 1 N/A	

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Write Up Area Clean & Uncluttered	5 4 3 2 1 N/A	
Menu Board Clean & Professional	5 4 3 2 1 N/A	
Customer Waiting Area		
Overall Cleanliness	5 4 3 2 1 N/A	Including furniture and beverage area.
Furniture	5 4 3 2 1 N/A	
Point of Sale Materials (minimal)	5 4 3 2 1 N/A	
Displays	5 4 3 2 1 N/A	
Restrooms	5 4 3 2 1 N/A	
Security Cameras	Yes / No	
Shop		
Overall Cleanliness	5 4 3 2 1 N/A	
Organization	5 4 3 2 1 N/A	
Layout Optimization	5 4 3 2 1 N/A	
Work Stations/Bays & Tool Boxes	5 4 3 2 1 N/A	
Lighting	5 4 3 2 1 N/A	
Floor	5 4 3 2 1 N/A	
Equipment	5 4 3 2 1 N/A	
Lifts / Condition	5 4 3 2 1 N/A	
Employee restroom	5 4 3 2 1 N/A	
Stockroom		
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Layout Optimization	5 4 3 2 1 N/A	
Breakroom		
Overall Cleanliness	5 4 3 2 1 N/A	
Comfortable & Adequate	5 4 3 2 1 N/A	

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If you had \$10K to spend, what would you change and improve; and in what priority order?

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Team 2 - Interior

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Review Area:	Circle: 5 is Highest	Comments:
Showroom		
First Impression	5 4 3 2 1 N/A	
Overall Cleanliness	5 4 3 2 1 N/A	
Lighting (Bulbs work/adequate light)	Yes / No	
Floors & Carpeting	5 4 3 2 1 N/A	
Windows Clean & Uncluttered	5 4 3 2 1 N/A	
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Workflow		
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2. <u>Inspection Offer</u> : Is every customer offered or told of an inspection? Bonus points for offering paid inspection	Y / N	
3. <u>Vehicle Pulled into 1st Available Bay</u> : Sense of Urgency to keep bays full.	Y / N	
4. <u>Inspection/Diagnostic Performed First</u> : Prior to requested work, in order to get estimate as quickly as possible, is inspection or diagnostic performed first?	Y / N	
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Team 4 - Other Processes, Systems & People

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Review Area:
Circle: 5 is Highest
Comments:
Processes & Systems
Store Hours

-Weekdays (hours appropriate to market)	5	4	3	2	1	N/A	
-Weekends (hours appropriate to market)	5	4	3	2	1	N/A	

Other Systems/Processes

Opening/Closing Procedures (Written)	5	4	3	2	1	N/A	
Job Standards Written & Accessible	5	4	3	2	1	N/A	
Loose Tire Tag System	5	4	3	2	1	N/A	
On Hold Program	5	4	3	2	1	N/A	

People
Appearance: Customer Service

First Impression	5	4	3	2	1	N/A	
Uniforms	5	4	3	2	1	N/A	Circle: Everyone? Neat clean?
Safety Glasses (in shop)	5	4	3	2	1	N/A	Circle: Everyone? Some people? No one? Available to customers?
Safety Shoes: Oil Resistant, non-slip	5	4	3	2	1	N/A	Circle: Everyone? Some people? No one?

Process: Customer Service

Appointments Process (negotiate time/offer solutions)	5	4	3	2	1	N/A	
Customer Follow Up Process (After the Sale)	5	4	3	2	1	N/A	
Use of Warranties	5	4	3	2	1	N/A	
Customer Greeting	5	4	3	2	1	N/A	
CRM Program Usage	5	4	3	2	1	N/A	

Soft Skills: Customer Service

Employee Attitude	5	4	3	2	1	N/A	
Training / Knowledge	5	4	3	2	1	N/A	
Attention to Detail	5	4	3	2	1	N/A	
Telephone Skills	5	4	3	2	1	N/A	

Appearance: Vehicle Service

Uniforms	5	4	3	2	1	N/A	Circle: Everyone? Neat clean?
Safety Glasses (in shop)	5	4	3	2	1	N/A	Circle: Everyone? Some people? No one?
Safety Shoes: Oil Resistant, non-slip	5	4	3	2	1	N/A	Circle: Everyone? Some people? No one?

Process: Vehicle Service

Protecting of Vehicles	5	4	3	2	1	N/A	
Test Drive Before	5	4	3	2	1	N/A	
Test Drive After	5	4	3	2	1	N/A	

Soft Skills: Vehicle Service

Interpersonal Skills	5	4	3	2	1	N/A	
Employee Attitude	5	4	3	2	1	N/A	
Training / Knowledge / Certifications	5	4	3	2	1	N/A	
Attention to Detail	5	4	3	2	1	N/A	

Lean 5-S

Labels used to identify materials/tools	5	4	3	2	1	N/A	
Return parts identified by vendor	5	4	3	2	1	N/A	
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Review Area:
Circle: 5 is Highest
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Store Hours

-Weekdays (hours appropriate to market)	5	4	3	2	1	N/A	
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Other Systems/Processes

Opening/Closing Procedures (Written)	5	4	3	2	1	N/A	
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Appearance: Customer Service

First Impression	5	4	3	2	1	N/A	
Uniforms	5	4	3	2	1	N/A	Circle: Everyone? Neat clean?
Safety Glasses (in shop)	5	4	3	2	1	N/A	Circle: Everyone? Some people? No one? Available to customers?
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Soft Skills: Customer Service

Employee Attitude	5	4	3	2	1	N/A	
Training / Knowledge	5	4	3	2	1	N/A	
Attention to Detail	5	4	3	2	1	N/A	
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