Accessory Product Knowledge

Audit Scorecard

A 15-point compliance assessment for sales consultant accessory knowledge, feature explanation, compatibility, warranty, installation, and objection handling

Dealer / Center Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

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How to Use This Scorecard

This scorecard evaluates Accessory Product Knowledge compliance across 15 criteria grouped into 4 categories. For each criterion, circle a score from 1 (not in place) to 5 (fully embedded and sustained). Do not rate where you aspire to be — rate what you observe on the day.

Score Scale

Score	Level	What it means
1	**Not in place**	Standard does not exist or has never been implemented at this dealership.
2	**Attempted**	Some effort made but inconsistent — visible gaps remain in most areas.
3	**Defined**	Standard is documented and partially followed. Some areas compliant, others not.
4	**Managed**	Standard is followed consistently. Minor exceptions occur.
5	**Fully Sustained**	Fully embedded. Evidence of ongoing compliance between audits without prompting.

RAG Status Guide

Status	Overall Score	Action
Green	60–75 (80–100%)	Compliant. Maintain current standards.
Amber	38–59 (50–79%)	Improvement required. Structured action plan within 30 days.
Red	0–37 (0–49%)	Non-compliant. Priority intervention. Escalate to regional management.

AutoSmart Tip: Accessory product knowledge audits should include a live scenario: name a specific customer (e.g., 'A family of four buying an SUV, two young children, dog, camping twice a year') and ask the consultant to recommend and explain three accessories without referring to a catalogue. A consultant who can do this confidently will convert; one who cannot will default to showing the catalogue and losing the moment.

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Scorecard

Circle a score 1–5 for each criterion. Record observations in the Notes column.

No.	Criterion / Question	1	2	3	4	5	Notes
FEATURE KNOWLEDGE & COMPATIBILITY							
1	Can the sales consultant accurately describe the features, materials, and specific benefits of the top-selling accessories for the models they are responsible for?	○	○	○	○	○	
2	Is the consultant able to confirm compatibility between a specific accessory and the customer's exact vehicle configuration — covering engine variant, model year, and specification level — without referring to printed compatibility charts every time?	○	○	○	○	○	
3	Is the consultant able to compare two similar accessories (e.g., standard vs. premium floor mats, rubber vs. carpet boot liner) and explain the difference clearly enough for the customer to make an informed choice?	○	○	○	○	○	
4	Is the consultant aware of which accessories require specific installation tools, programming, or calibration, and can they set that expectation with the customer at the point of enquiry?	○	○	○	○	○	
WARRANTY COVERAGE & INSTALLATION PROCESS							
5	Can the consultant accurately explain the warranty coverage for genuine accessories — both the accessory warranty and the impact (or non-impact) on the vehicle warranty if a genuine accessory is fitted?	○	○	○	○	○	
6	Does the consultant know which accessories are self-fit (simple add-ons) and which require workshop installation, and can they explain the installation process timeline to the customer?	○	○	○	○	○	
7	Is the consultant aware of any accessories that carry regulatory restrictions in the customer's market — such as tow bar type approval, window tinting VLT limits, or lighting modifications — and does this knowledge inform their recommendation?	○	○	○	○	○	
8	Can the consultant explain what happens if an accessory fails within warranty — the claim process, the replacement timeline, and whether the vehicle would be off the road during the claim?	○	○	○	○	○	
PRICING ACCURACY							
9	Is the consultant able to quote the current price for any displayed or commonly requested accessory without needing to look it up for every individual item?	○	○	○	○	○	
10	Is the consultant aware of current accessory promotions, bundle deals, and any fitted price	○	○	○	○	○	

	offers — and can they apply these accurately in a customer conversation?						
11	Is pricing quoted by the consultant consistent with the current approved accessory price list, with no outdated prices quoted from memory or previous periods?	○	○	○	○	○	
OBJECTION HANDLING & GOVERNANCE							
12	Has the consultant been trained on the most common accessory objections — 'I can get it cheaper online', 'I'll fit it myself', 'I'll wait until later' — with a structured, non-pressured response for each?	○	○	○	○	○	
13	Does the consultant's objection handling reinforce the value of genuine accessories and professional fitment — covering quality, warranty, and vehicle safety — rather than simply discounting as the default response?	○	○	○	○	○	
14	Is accessory product knowledge assessed on a defined schedule — with a practical knowledge check, not only a training completion record — and refreshed when the accessory catalogue is updated?	○	○	○	○	○	
15	Is accessory product knowledge training delivered for every new model launch, covering the accessories specific to that model rather than relying on generic accessory training?	○	○	○	○	○	
OVERALL SCORE →	/ 75 = %						

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Category Summary & RAG Status

Transfer category totals from the scorecard. Assign RAG status and record the priority action for each category.

Category	Score	%	RAG	Priority Action
Feature Knowledge & Compatibility	/20			
Warranty Coverage & Installation Process	/20			
Pricing Accuracy	/15			
Objection Handling & Governance	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Sales Manager Name	
Sales Manager Signature	
Next Audit Date	

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Action Plan Tracker

Accessory Product Knowledge — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Accessory Product Knowledge non-compliances

Dealer / Center Name	
Dealer Code	
Region / Zone	
Audit Cycle / Period	
Tracker Owner (ASM / ZSM)	
Date Opened	
Target Close Date	

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How to Use This Tracker

This tracker is designed to be completed immediately following a Accessory Product Knowledge audit. Every non-compliance recorded must be logged here as an action item and progressed through all four stages before it is considered resolved.

Four-Stage Workflow

1. PENDING	2. IN PROGRESS	3. COMPLETED	4. APPROVED
Finding assigned. Owner & date set.	Work underway. Evidence being gathered.	Dealer submits evidence for review.	Auditor verifies and closes the item.

Stage Rules

Stage	Actioned by	Required action	Evidence required
PENDING	ASM / Auditor	Assign a named responsible party. Set a close date. Log the non-compliance description.	No evidence required at this stage.
IN PROGRESS	Accessory Product Knowledge / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Sales Manager	Mark item complete and submit for review. Evidence must be attached before submission.	Photo of rectified item, signed procedure, supporting evidence.
APPROVED	ASM / ZSM / Auditor	Review evidence. Verify compliance on next site visit if required. Approve and close.	Auditor sign-off. Date of verification recorded.

Tracker Summary

Fill in after completing each audit cycle.

Stage	Description	Count	Notes
PENDING	Not yet started		
IN PROGRESS	Work underway		
COMPLETED	Awaiting approval		
APPROVED	Verified & closed		

AutoSmart Tip: With AutoSmart Audit, every non-compliance is automatically converted into an action item at the point of audit — with owner assignment, close dates, evidence upload, and a four-stage approval workflow built in. No spreadsheets. No manual follow-up.

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Action Plan Tracker

Log every non-compliance from the audit below. Progress each item through all four stages before closure.

STAGE — PENDING						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
P-01						
P-02						
P-03						
P-04						
P-05						
P-06						
P-07						
P-08						
P-09						
P-10						

STAGE — IN PROGRESS						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
I-01						
I-02						
I-03						
I-04						
I-05						
I-06						
I-07						
I-08						

STAGE — COMPLETED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
C-01						

C-02						
C-03						
C-04						
C-05						
C-06						

STAGE — APPROVED						
Ref	**Non-Compliance / Gap Description**	**Category**	**Responsible Party**	**Target Date**	**Status**	**Evidence / Notes**
A-01						
A-02						
A-03						
A-04						
A-05						
A-06						

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Cycle Sign-Off

To be completed once all action items in this cycle are Approved. Both the Sales Manager and the Regional Auditor must sign.

Dealer Principal Name	
Dealer Principal Signature	
Regional Auditor / ASM Name	
Auditor Signature	
Date of Review	
Next Review Date	

Cycle Notes

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