Accessory Sales Performance

Audit Scorecard

A 15-point compliance assessment for accessory penetration, revenue per vehicle, model-wise sales, consultant performance, stock movement, and lost opportunity tracking

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

Powered by AutoSmart Audit | www.autosmarts.co | © 2026 AutoSmart. All rights reserved.

AutoSmart Audit

How to Use This Scorecard

This scorecard evaluates Accessory Sales Performance 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 sales performance management is most effective when it creates positive competition rather than only accountability for underperformance. Publishing a consultant leaderboard for accessory penetration (with recognition for the top performer) alongside coaching for the bottom performers produces a more sustained improvement than managing underperformance alone.

AutoSmart Audit

Scorecard

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

No.	Criterion / Question	1	2	3	4	5	Notes
PENETRATION & REVENUE PER VEHICLE							
1	Is accessory penetration rate (percentage of vehicle sales that include at least one accessory purchase) tracked monthly and benchmarked against the network average?	○	○	○	○	○	
2	Is accessory revenue per vehicle (total accessory revenue divided by vehicle units sold) tracked as a performance metric, reviewed alongside unit sales performance?	○	○	○	○	○	
3	Are penetration rate and revenue per vehicle tracked separately — since a high penetration rate with low revenue per vehicle indicates low-value accessory attach, while low penetration with high revenue indicates a premium-sell-to-few pattern?	○	○	○	○	○	
4	Is accessory performance benchmarked against the target set at the start of the period, with variance to target explained and action plans in place for persistent shortfall?	○	○	○	○	○	
MODEL-WISE & CONSULTANT-WISE ANALYSIS							
5	Is accessory sales performance analysed by vehicle model — identifying which models have the highest and lowest accessory attach rates and investigating the root cause of low-attach models?	○	○	○	○	○	
6	Is accessory sales performance analysed by individual sales consultant — with top and bottom performers identified and used to inform peer learning and coaching conversations?	○	○	○	○	○	
7	Are consultants who consistently underperform on accessory penetration reviewed through observation to determine whether the gap is a product knowledge issue, a process issue, or a timing issue in the sales conversation?	○	○	○	○	○	
8	Is accessory performance discussed individually with each consultant in their regular performance review — not only reported as a team aggregate?	○	○	○	○	○	
STOCK MOVEMENT							
9	Is accessory stock movement (units sold per accessory line) tracked and used to validate stocking decisions — confirming that high-stocked accessories are also high-selling and that low-stocked items are not frequently requested?	○	○	○	○	○	
10	Are accessories with low or zero sales in a period reviewed to determine whether the issue is demand, awareness, pricing, or display	○	○	○	○	○	

	position — before the item is simply restocked or written off?						
11	Is accessory stock movement data shared with the parts team, allowing stocking decisions to be driven by actual sales demand rather than by supply availability alone?	○	○	○	○	○	
LOST OPPORTUNITY TRACKING & GOVERNANCE							
12	Is a lost opportunity record maintained for accessory sales — capturing instances where an accessory was discussed but not purchased, including the reason given by the customer?	○	○	○	○	○	
13	Are lost opportunity reasons reviewed to distinguish between preventable losses (consultant did not follow up, item out of stock, price objection not handled) and genuine declines?	○	○	○	○	○	
14	Is accessory performance reviewed in the management meeting on at least a monthly cycle, with data presented at both the individual and aggregate level?	○	○	○	○	○	
15	Is the accessory sales target and performance data visible to the sales team — not held only at management level — creating accountability and motivating self-directed improvement?	○	○	○	○	○	
OVERALL SCORE →		/ 75 =		%			

AutoSmart Audit

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
Penetration & Revenue Per Vehicle	/20			
Model-Wise & Consultant-Wise Analysis	/20			
Stock Movement	/15			
Lost Opportunity Tracking & Governance	/20			
OVERALL SCORE	**/75**			

Sign-Off

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

The leading digital field audit platform for automotive distributor networks.
www.autosmarts.co

Action Plan Tracker

Accessory Sales Performance — Gap Closure Framework

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

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

Powered by AutoSmart Audit | www.autosmarts.co | © 2026 AutoSmart. All rights reserved.

AutoSmart Audit

How to Use This Tracker

This tracker is designed to be completed immediately following a Accessory Sales Performance 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 Sales Performance / 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.

AutoSmart Audit

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						

AutoSmart Audit

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

The leading digital field audit platform for automotive distributor networks.
www.autosmarts.co