Dealer Launch Readiness

Audit Scorecard

A 15-point readiness assessment for pre-launch inspection, stock, staff, marketing, branding, and soft-launch approval

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 Dealer Launch Readiness 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: Launch readiness audits should be sequenced — facility, stock, and staff readiness must be confirmed Green before marketing and soft-launch activities begin. Approving a launch date based on marketing readiness alone, while facility or staff gaps remain open, is the most common cause of a rocky opening.

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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
PRE-LAUNCH INSPECTION & BRANDING							
1	Has a full pre-launch facility inspection been completed, confirming showroom and workshop areas meet brand standards?	○	○	○	○	○	
2	Is all required exterior and interior branding (signage, POSM, corporate identity elements) fully installed and approved?	○	○	○	○	○	
3	Are customer-facing areas (lounge, reception, restrooms) fully furnished, clean, and ready for customer use?	○	○	○	○	○	
4	Have any findings from the pre-launch facility inspection been closed out before the planned launch date?	○	○	○	○	○	
STOCK & STAFF READINESS							
5	Is opening vehicle stock confirmed as delivered, registered (where applicable), and ready for display or sale?	○	○	○	○	○	
6	Is opening parts inventory stocked according to the agreed stocking plan, with bin locations assigned?	○	○	○	○	○	
7	Are all key roles (sales, service, parts, finance) staffed and confirmed as trained ahead of the launch date?	○	○	○	○	○	
8	Have staff completed a dry-run or simulation of core customer journeys (enquiry, test drive, service booking) before go-live?	○	○	○	○	○	
MARKETING SUPPORT & SYSTEM ACCESS							
9	Is the launch marketing plan (local activation, digital presence, signage) confirmed as ready for the planned launch date?	○	○	○	○	○	
10	Is the dealership listed correctly on the OEM/brand website and any relevant locator tools ahead of launch?	○	○	○	○	○	
11	Do all staff have working system access (DMS, CRM, email) confirmed and tested before launch?	○	○	○	○	○	
SOFT-LAUNCH & APPROVAL							
12	Has a soft-launch period been planned and executed, allowing the team to operate before full public launch?	○	○	○	○	○	
13	Have issues identified during the soft-launch period been logged and resolved before the official launch date?	○	○	○	○	○	

14	Has formal launch sign-off been obtained from all required stakeholders (OEM/distributor, regional management, dealer principal)?	○	○	○	○	○	
15	Is a post-launch review scheduled (e.g., 30/60/90 days) to assess performance against the launch plan?	○	○	○	○	○	
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
Pre-Launch Inspection & Branding	/20			
Stock & Staff Readiness	/20			
Marketing Support & System Access	/15			
Soft-Launch & Approval	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Dealer Principal Name	
Dealer Principal Signature	
Next Audit Date	

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Action Plan Tracker

Dealer Launch Readiness — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Dealer Launch Readiness 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 Dealer Launch Readiness 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	Dealer Launch Readiness / Dealer Team	Begin remediation. Update status. Upload progress evidence as work is completed.	In-progress photos, supporting documents, records.
COMPLETED	Dealer Principal	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 Dealer Principal 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
