EV Sales Consultant Readiness

Audit Scorecard

A 15-point compliance assessment for EV product knowledge, range explanation, charging options, ownership cost, government incentives, and customer 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 EV Sales Consultant 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: EV sales consultant readiness audits should include a live knowledge check: present the consultant with a specific customer scenario ('I drive 180km a day, live in an apartment, and mostly motorway') and ask them to walk through the recommendation. A consultant who can only recite WLTP range and charging levels generically, without adapting to the customer's actual usage profile, is not ready to convert an EV-curious customer.

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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
EV PRODUCT KNOWLEDGE & RANGE							
1	Can the sales consultant accurately describe the EV model's battery capacity, WLTP range, and real-world range factors — without quoting only the best-case WLTP figure to the customer?	○	○	○	○	○	
2	Can the consultant explain how weather, speed, climate control, and payload affect real-world range for this specific model, supported by realistic examples relevant to the customer's likely usage?	○	○	○	○	○	
3	Is the consultant able to explain the different powertrain configurations available (single motor RWD, dual motor AWD, performance variants) and how each affects range, acceleration, and suitability?	○	○	○	○	○	
4	Can the consultant demonstrate use of the vehicle's range estimation feature or connected app to plan a journey with a charging stop, live in the vehicle?	○	○	○	○	○	
CHARGING OPTIONS & OWNERSHIP COST							
5	Can the consultant accurately explain the three levels of EV charging — AC home charging, public AC charging, and DC fast charging — including typical power levels, charging times, and use-case fit for this customer?	○	○	○	○	○	
6	Does the consultant proactively discuss home charger installation with the customer — explaining the process, cost, available installer networks, and the benefit of smart charging tariffs?	○	○	○	○	○	
7	Can the consultant calculate a realistic total cost of ownership comparison for the EV versus an equivalent combustion vehicle, using the customer's stated mileage and energy tariff?	○	○	○	○	○	
8	Is the consultant aware of the public charging network options relevant to this customer's region — including key network operators, app requirements, and typical cost per kWh?	○	○	○	○	○	
GOVERNMENT INCENTIVES & COMPETITOR COMPARISON							
9	Is the consultant current on applicable government incentives (purchase grants, tax benefits, registration exemptions, congestion charge exemptions) for EV buyers in the customer's market?	○	○	○	○	○	
10	Can the consultant accurately compare the EV model's key metrics (range, charge speed, boot space, towing capacity) against the two or three	○	○	○	○	○	

	most commonly considered competitor models?						
11	Is incentive information communicated accurately — not overstated — with customers directed to official government or OEM sources for confirmation rather than relying solely on the consultant's verbal summary?	○	○	○	○	○	
OBJECTION HANDLING & GOVERNANCE							
12	Has the consultant been trained on the most common EV customer objections — range anxiety, home charging feasibility, battery longevity, resale value, charging network reliability — with a structured response for each?	○	○	○	○	○	
13	Does the consultant handle EV objections with data and demonstration rather than dismissal — using real customer testimonials, charging network maps, or a live charge time calculator where available?	○	○	○	○	○	
14	Is EV sales consultant knowledge assessed at a defined interval — including a live scenario check — not only at the point of initial EV training completion?	○	○	○	○	○	
15	Is EV product knowledge updated for the consultant when new models, new software features, or updated government incentives are introduced — not left to the consultant to discover independently?	○	○	○	○	○	
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
EV Product Knowledge & Range	/20			
Charging Options & Ownership Cost	/20			
Government Incentives & Competitor Comparison	/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

EV Sales Consultant Readiness — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close EV Sales Consultant 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 EV Sales Consultant 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	EV Sales Consultant Readiness / 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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