Product Launch Readiness

Audit Scorecard

A 15-point readiness assessment for launch branding, vehicle display, staff briefing, and dealer-level launch support

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 Product 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: Product launch audits should be conducted at least 48 hours before the public launch date, not on launch day itself — by then there is no time left to correct gaps in branding, training, or stock. A pre-launch dry run, walking the customer journey from entrance to test drive, surfaces issues a checklist alone may miss.

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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
LAUNCH BRANDING & VEHICLE DISPLAY							
1	Is launch-specific branding (banners, ceiling danglers, floor graphics) installed in the showroom ahead of the public launch date?	○	○	○	○	○	
2	Is the new model displayed in a dedicated, prominent position consistent with the launch display guideline?	○	○	○	○	○	
3	Is the launch vehicle clean, fully equipped per the showcase specification, and free from protective coverings during showroom hours?	○	○	○	○	○	
4	Is the price tag and specification sheet for the new model current, accurate, and matching the variant on display?	○	○	○	○	○	
STAFF BRIEFING & PRODUCT KNOWLEDGE							
5	Have sales staff completed product training on the new model before the public launch date?	○	○	○	○	○	
6	Can sales staff demonstrate accurate knowledge of new model features, pricing, and variants when checked at random?	○	○	○	○	○	
7	Have service and parts staff been briefed on any new model-specific service requirements or parts availability ahead of launch?	○	○	○	○	○	
8	Is a launch FAQ or talking points document distributed to frontline staff to ensure consistent customer messaging?	○	○	○	○	○	
BROCHURES & DIGITAL CONTENT							
9	Are printed brochures for the new model available and stocked at the dealership ahead of the launch date?	○	○	○	○	○	
10	Is digital content (website page, social media assets) for the new model live and accurate at the time of launch?	○	○	○	○	○	
11	Are configurator tools or digital specification sheets for the new model functional and accessible to customers?	○	○	○	○	○	
CAMPAIGN MATERIAL & MEDIA SUPPORT							
12	Is launch campaign material (POSM, digital assets) consistent with the centrally approved launch campaign kit?	○	○	○	○	○	
13	Has the dealership coordinated with regional/central marketing on any local launch event, media activity, or press engagement?	○	○	○	○	○	

14	Is a process in place to capture and report launch-day footfall, enquiries, and bookings to the central team?	○	○	○	○	○	
15	Has the dealer confirmed full launch readiness sign-off (branding, stock, staff, content) ahead of the public launch date?	○	○	○	○	○	
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
Launch Branding & Vehicle Display	/20			
Staff Briefing & Product Knowledge	/20			
Brochures & Digital Content	/15			
Campaign Material & Media Support	/20			
OVERALL SCORE	**/75**			

Sign-Off

Auditor Name	
Auditor Signature	
Date	
Marketing Manager Name	
Marketing Manager Signature	
Next Audit Date	

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Action Plan Tracker

Product Launch Readiness — Gap Closure Framework

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