Retail Offer Communication

Audit Scorecard

A 15-point compliance assessment for offer accuracy, finance scheme clarity, terms and conditions, and approval compliance

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 Retail Offer Communication 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: Retail offer communication carries consumer protection and regulatory exposure, particularly around finance terms. Compare what's verbally communicated by sales staff against the printed terms and conditions during the visit — a mismatch between the two is the most common and most serious finding in this category.

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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
OFFER ACCURACY & EXPIRY							
1	Is every displayed offer consistent with the centrally approved offer sheet, with no unauthorised local variations?	○	○	○	○	○	
2	Are all displayed offers within their valid date range, with expired offers removed promptly after the end date?	○	○	○	○	○	
3	Is offer pricing consistent across showroom display, website, and any printed material at the time of audit?	○	○	○	○	○	
4	Are model-specific or variant-specific offer restrictions clearly reflected in the displayed communication, not generalised?	○	○	○	○	○	
FINANCE SCHEME CLARITY							
5	Are advertised finance scheme terms (interest rate, tenure, down payment) accurate and consistent with the finance partner's current approved scheme?	○	○	○	○	○	
6	Is the representative example used in finance scheme communication (e.g., 'monthly instalment from X') based on realistic, disclosed assumptions?	○	○	○	○	○	
7	Are staff able to accurately explain the finance scheme terms to a customer without needing to defer to a manager for basic terms?	○	○	○	○	○	
8	Is any promotional interest rate or cashback offer clearly distinguished from standard finance terms in customer-facing material?	○	○	○	○	○	
TERMS & CONDITIONS DISCLOSURE							
9	Are full terms and conditions for every offer available to the customer, either printed in full or via a clearly signposted reference?	○	○	○	○	○	
10	Is the offer expiry date clearly and legibly displayed alongside the headline offer, not only in small print?	○	○	○	○	○	
11	Are eligibility criteria (e.g., specific models, customer segments, trade-in requirements) disclosed clearly rather than implied?	○	○	○	○	○	
DEALER COMMUNICATION & APPROVAL COMPLIANCE							
12	Has the dealership received formal approval/sign-off for any locally created promotional material before it was displayed?	○	○	○	○	○	

13	Is there a documented process for dealership staff to confirm current offer details before communicating them to customers?	○	○	○	○	○	
14	Are offer updates or corrections from the central marketing/finance team cascaded to frontline staff with confirmation of receipt?	○	○	○	○	○	
15	Are any customer complaints related to offer accuracy or miscommunication logged and reviewed for recurring issues?	○	○	○	○	○	
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
Offer Accuracy & Expiry	/20			
Finance Scheme Clarity	/20			
Terms & Conditions Disclosure	/15			
Dealer Communication & Approval Compliance	/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

Retail Offer Communication — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Retail Offer Communication 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 Retail Offer Communication 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	Retail Offer Communication / 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
