Showroom Marketing Visibility

Audit Scorecard

A 15-point compliance assessment for in-showroom marketing materials, displays, and customer-facing communication

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 Showroom Marketing Visibility 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: Showroom visibility audits should be done from the customer's entry point inward — stand at the entrance and assess what's visible before walking further in. Material that's technically present but poorly positioned or hidden behind other displays delivers little of its intended marketing value.

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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
POSTERS, STANDEES & BROCHURES							
1	Are all posters and standees displayed in the showroom current, with no expired or superseded campaign material remaining on display?	○	○	○	○	○	
2	Are brochures for current models and active campaigns stocked at customer-facing brochure stands, with no out-of-stock racks?	○	○	○	○	○	
3	Is printed marketing material in good physical condition — not faded, torn, or curling at the edges?	○	○	○	○	○	
4	Are posters and standees positioned per the approved showroom layout plan, rather than placed ad hoc?	○	○	○	○	○	
DIGITAL SCREENS & PRODUCT DISPLAYS							
5	Are digital screens in the showroom functioning and displaying current, brand-approved content?	○	○	○	○	○	
6	Is digital screen content refreshed in line with active campaigns, with no outdated promotions still playing?	○	○	○	○	○	
7	Are product display areas (accessory stands, feature walls) reflecting current models and offers?	○	○	○	○	○	
8	Is signage for test drive availability and key promotions clearly visible from the showroom entrance?	○	○	○	○	○	
PRICE BOARDS & CAMPAIGN CORNERS							
9	Are price boards displaying current, accurate pricing consistent with the official price list?	○	○	○	○	○	
10	Is a dedicated campaign corner or zone set up for active promotions, clearly distinguishable from standard vehicle display?	○	○	○	○	○	
11	Are finance and insurance offer boards (where applicable) current and consistent with active scheme terms?	○	○	○	○	○	
CUSTOMER-FACING COMMUNICATION							
12	Are frontline staff able to direct customers to the correct current offer or promotion when asked?	○	○	○	○	○	
13	Is customer-facing signage (operating hours, contact numbers, service booking information) current and accurate?	○	○	○	○	○	
14	Are QR codes or digital touchpoints linked to marketing material tested and functional?	○	○	○	○	○	

15	Is there a routine (e.g., weekly) walkthrough conducted by dealership staff to identify and remove outdated marketing material?	○	○	○	○	○	
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
Posters, Standees & Brochures	/20			
Digital Screens & Product Displays	/20			
Price Boards & Campaign Corners	/15			
Customer-Facing Communication	/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

Showroom Marketing Visibility — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Showroom Marketing Visibility 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 Showroom Marketing Visibility 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	Showroom Marketing Visibility / 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
