Upsell Opportunity Identification

Audit Scorecard

A 15-point compliance assessment for customer profiling, vehicle model, usage type, finance eligibility, service history, and relevant upsell option identification

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 Upsell Opportunity Identification 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: Upsell opportunity identification is most effective when it is a natural output of listening rather than a product presentation. A service advisor who records that the customer mentioned a long motorway commute has the information they need to recommend tyre protection, a service plan, and a dashcam — without running through a generic product list. Train advisors to listen for upsell triggers, not to recite upsell catalogues.

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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
CUSTOMER PROFILE & VEHICLE MODEL							
1	Is the customer's CRM profile reviewed before every customer interaction — sales visit or service appointment — to identify relevant upsell opportunities based on vehicle model, ownership duration, and prior purchase history?	○	○	○	○	○	
2	Are upsell recommendations matched to the specific vehicle model and specification, ensuring only compatible and relevant products are presented?	○	○	○	○	○	
3	Are customers approaching the end of their current finance term identified in advance, with a repurchase or upgrade conversation proactively initiated rather than waiting for the customer to make first contact?	○	○	○	○	○	
4	Are high-value customers (multiple vehicles, long service history, prior accessory purchases) identified through CRM data and managed with a more proactive upsell engagement?	○	○	○	○	○	
USAGE TYPE & SERVICE HISTORY							
5	Is the customer's vehicle usage profile (mileage, driving environment, typical journey type) used to identify relevant upsell products — e.g., tyre protection for high-mileage drivers, all-weather mats for rural users?	○	○	○	○	○	
6	Is service history reviewed before every service appointment to identify relevant recommendations — e.g., brake pad wear trend suggesting brake inspection upsell, tyre age approaching replacement?	○	○	○	○	○	
7	Are customers who have previously declined an upsell offer re-approached at an appropriate interval with an updated or different proposition, rather than presenting the same offer repeatedly?	○	○	○	○	○	
8	Is the customer's history of declined upsell offers recorded in the CRM, preventing multiple advisors from presenting the same declined offer in quick succession?	○	○	○	○	○	
FINANCE ELIGIBILITY & LIFESTYLE NEEDS							
9	Is finance eligibility assessed as part of the upsell identification process, with finance-backed accessory or service pack options presented to customers who are likely to be eligible?	○	○	○	○	○	
10	Are lifestyle-based upsell opportunities (extended warranty for customers with a long commute, service plan for customers who	○	○	○	○	○	

	struggle to remember service intervals) identified from the customer conversation rather than from a generic upsell script?						
11	Is the customer's family situation (new child, ageing parent, change in household size) noted in the CRM when raised in conversation, flagging relevant safety or comfort accessory recommendations for the next interaction?	○	○	○	○	○	
UPSELL OPTION MATCHING & GOVERNANCE							
12	Is a structured upsell identification process followed consistently — not left to individual advisor discretion — ensuring every customer is assessed for relevant opportunities at every visit?	○	○	○	○	○	
13	Are upsell recommendations logged in the CRM at the time of the interaction, recording what was offered, the customer's response, and any follow-up action agreed?	○	○	○	○	○	
14	Is upsell conversion rate tracked per advisor, per product category, and per customer segment — with patterns used to inform coaching and product strategy rather than only reported as a revenue metric?	○	○	○	○	○	
15	Is the upsell opportunity identification process reviewed when new products, finance schemes, or accessories are introduced, ensuring the identification criteria are updated to include new opportunities?	○	○	○	○	○	
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
Customer Profile & Vehicle Model	/20			
Usage Type & Service History	/20			
Finance Eligibility & Lifestyle Needs	/15			
Upsell Option Matching & 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

Upsell Opportunity Identification — Gap Closure Framework

A structured four-stage workflow to assign, track, verify, and close Upsell Opportunity Identification 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 Upsell Opportunity Identification 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	Upsell Opportunity Identification / 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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