



Mercedes-Benz Dealer Evaluation (MBDE)

Pre-Audit Preparation Checklist

A distributor-facing preparation guide to assess readiness across MBDE evaluation dimensions before a formal Mercedes-Benz audit

Dealer / Centre Name	
Dealer Code	
Region / Zone	
Auditor Name	
Audit Date	
Cycle / Period	

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How to Use This Checklist

The Mercedes-Benz Dealer Evaluation (MBDE) assesses dealer performance across retail environment, customer handling, aftersales quality, and brand compliance. Use this checklist in the weeks before your MBDE visit to identify and close gaps. Rate each standard using the RAG scale and record available evidence. Red items require immediate escalation to the Dealer Principal.

RAG Status Guide

Status	% Achievement	Meaning	Required Action
GREEN	80–100%	Standard fully in place and evidenced	Maintain. Prepare evidence file for auditor.
AMBER	50–79%	Partially compliant — visible gaps remain	Structured improvement plan within 30 days.
RED	0–49%	Standard not in place or cannot be evidenced	Immediate escalation. Fix before MBDE date.

Dimension 1: Retail Environment & Brand Standards

Standard / Requirement	RAG	Evidence Available
Exterior signage and fascia conform to current Mercedes-Benz CI guidelines	■ G ■ A ■ R	Brand approval / signage photos
Showroom layout and furniture match MB retail concept specifications	■ G ■ A ■ R	Layout plan, photos
Vehicle display presentation meets MB standards (positioning, cleanliness, pricing)	■ G ■ A ■ R	Showroom photos
Digital screens, literature racks, and point-of-sale are current and correctly positioned	■ G ■ A ■ R	Photos
Customer reception area is staffed and meets MB hospitality standards	■ G ■ A ■ R	Photos, process document
All Mercedes-Benz brand materials are in the correct MB-approved languages	■ G ■ A ■ R	Material audit

Dimension 2: Sales Process & Customer Handling

Standard / Requirement	RAG	Evidence Available
Sales team follows the MB structured sales process from greeting to close	■ G ■ A ■ R	Mystery shop results / coaching records
All consultants are MB product-certified on current model range	■ G ■ A ■ R	MB Academy certificates
Needs analysis and vehicle recommendation are documented per customer visit	■ G ■ A ■ R	CRM records
Test drive process follows MB guidelines — route, duration, debrief script	■ G ■ A ■ R	Test drive log
Finance and insurance products are presented in compliance with MB Financial Services guidelines	■ G ■ A ■ R	Sample F&I; presentations
Vehicle order and delivery documentation is accurate and complete	■ G ■ A ■ R	Sample delivery packs

Dimension 3: Aftersales Quality

Standard / Requirement	RAG	Evidence Available
Service reception follows MB Aftersales process — active delivery, booking, follow-up	■ G ■ A ■ R	Process observation checklist
Workshop bay organisation and equipment meet MB workshop standards	■ G ■ A ■ R	Workshop photos
All technicians hold current MB technical certification for their role level	■ G ■ A ■ R	Technician certificates
Vehicle health check is completed on every vehicle and shared with customer	■ G ■ A ■ R	VHC records — sample
Vehicle delivery (return to customer) follows MB handover protocol	■ G ■ A ■ R	Signed handover checklists
Warranty claims are processed within MB-defined timeframes	■ G ■ A ■ R	Warranty submission log

Dimension 4: Customer Experience & CSI

Standard / Requirement	RAG	Evidence Available
CSI scores are monitored monthly at dealer principal and department head level	■ G ■ A ■ R	CSI dashboard / report
Customer complaints are logged, acknowledged within 24 hours, and closed within SLA	■ G ■ A ■ R	Complaints log
Follow-up process post-sales and post-service is documented and consistently applied	■ G ■ A ■ R	Follow-up call/email records
NPS or MB satisfaction targets are known and tracked by leadership	■ G ■ A ■ R	KPI report
Escalated complaints are reviewed and root-cause analysis is completed	■ G ■ A ■ R	RCA records

Dimension 5: People & Competence

Standard / Requirement	RAG	Evidence Available
Headcount meets MB minimum staffing requirements for all departments	■ G ■ A ■ R	Org chart / headcount report
All customer-facing staff wear MB uniform and adhere to dress code policy	■ G ■ A ■ R	Photos
Annual training plan is documented and progress tracked per individual	■ G ■ A ■ R	Training tracker
Mystery shopping or coaching programme is in place for sales and service teams	■ G ■ A ■ R	Coaching records

Dimension 6: Business Management & Compliance

Standard / Requirement	RAG	Evidence Available
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Used vehicle appraisal and stocking process follows MB Approved guidelines	■ G ■ A ■ R	Used vehicle inventory report
Financial reporting to MB is submitted accurately and on time	■ G ■ A ■ R	Submission records
Data protection and GDPR/local privacy compliance is documented	■ G ■ A ■ R	Privacy policy, consent records
Facility compliance with health, safety, and environmental standards is maintained	■ G ■ A ■ R	H&S; inspection records

Readiness Summary

MBDE Dimension	Green	Amber	Red	Priority Action
Retail Environment & Brand Standards				
Sales Process & Customer Handling				
Aftersales Quality				
Customer Experience & CSI				
People & Competence				
Business Management & Compliance				
OVERALL READINESS				

AutoSmart Tip: Distributors running MBDE preparation on AutoSmart Audit can track readiness across all dealers in one view — flagging Red items for escalation before the formal visit, and auto-generating action plans for every gap identified during the self-assessment.

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