



Sales Manager quarterly appraisal.

Name

Dealership

New	Used	Both
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COVERED QUARTER ENDING

Dept minimum

?/5

1. Total profit v target	£.....	£
2. Total retail units/Target	No/.....	No/.
3. Trade Profit/Target	£.....	£
4. Finance Penetration	45%
5. Chassis Profit Gross	1150
6. Warranty Sales %	25%
7. Gap Sales %	25%
8. PPP sales %	25%
9. Control of debts	10%
10. Control of stock level (value)	
11. Control of overage stock	
12. Appearance of showroom/site	
13. Appearance of office/sales dept	
14. Attitude within Management team of dealership.		

Comments:- including Any training requirements and actions for next quarter:-

Signed-Sales Manager.....

Signed-General Manager