

NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION



POWER PRO Program EVALUATION FORM

Address all inquiries concerning this document to:



NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

1195 Smizer Mill Road • Fenton, MO 63026 • Telephone: 636/349-5000 • Fax: 636/349-5443

Power Pro is a registered service mark of the North American Equipment Dealers Association.



POWER PRO Program EVALUATION FORM

For an OPE dealer to earn certification as a Power Pro dealer, 86 of the eligible 119 points must be earned by that location, along with responding "yes" to Questions A through E below. A dealer with multiple locations should evaluate each location using a separate evaluation form.

Name of Dealership: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Telephone: () _____ Fax: () _____

Number of Employees: Sales _____ Service _____ Parts _____

The following questions should be answered "yes."

- A. Are you an independent outdoor power equipment dealer? Yes
- B. Does the dealership have a parts department? Yes
- C. Does the dealership have a service department? Yes
- D. Does the dealership have a current retail certificate and/or vendor license?
[If not required in your state, check this box:] Yes
- E. Does the dealership have business insurance or the financial responsibility for liabilities of the dealership? Yes

Person Performing Review

Date

Please answer the following questions with either a "Yes" or a "No." In addition to the above questions, you must receive 86 points of the total 119 points available.

I. Dealership Location, Facility and Image

- 1. Is your facility, landscape and property well maintained, free of trash and appealing in appearance to customers? Yes No
- 2. Is your parking lot concrete or asphalt? Yes No
- 3. Is adequate parking available for your customers? Yes No
- 4. Is your showroom organized with effective product displays? Yes No
- 5. Does your showroom have adequate lighting? Yes No
- 6. Are your showroom's floors, walls, windows and ceiling clean? Yes No
- 7. Are your restrooms clean and acceptable for male and female customers? Yes No
- 8. Is your outdoor signage current and positioned to direct customers to your location?
[If not allowed by ordinance or zoning, check "Yes" to this question.] Yes No
- 9. Is your outdoor signage illuminated at night?
[If not allowed by ordinance or zoning, check "Yes" to this question.] Yes No

(continued)



- 10. Does the dealership offer wholegoods pickup and delivery? Yes No
- 11. Does the dealership measure and track customer satisfaction through surveys or with follow-up visits or telephone calls? Yes No
- 12. Does the dealership have a business system that integrates inventory, accounting and payment systems with its parts, service and sales departments? Yes No
- 13. Does the dealership offer extended or seasonal hours for customers? Yes No

II. Sales, Marketing and Advertising

- 1. Is there a written marketing plan for the dealership? If No, skip to question #4. Yes No
- 2. Does the marketing plan list goals and actions for all departments? Yes No
- 3. Is the marketing plan available for all employees to review? Yes No
- 4. Does sales staff attend training programs or related events to increase dealership sales and marketing opportunities? Yes No
- 5. Are yearly budgets established and monitored regularly with key staff? Yes No
- 6. Are yearly sales forecasts established and monitored regularly along with gross margin targets? Yes No
- 7. Are point-of-purchase (P.O.P.) materials current and nicely displayed? Yes No
- 8. Are hang tags used to show wholegoods prices, benefits and features; are they clearly visible to customers? Yes No
- 9. Does the dealership participate in co-op advertising programs? Yes No
- 10. Does the dealership use their own company logo or theme in advertising and sales promotions, signage and business communications? Yes No
- 11. Are dealership-owned vehicles clean and clearly identify the dealership? Yes No
- 12. Does the dealership maintain an up-to-date Web site? Yes No
- 13. Does the dealership sell extended warranties, maintenance or service contracts? Yes No
- 14. Does the dealership create customer sales/demonstration events? Yes No
- 15. Does the dealership make on-site sales calls or demonstrations through a designated sales person? Yes No
- 16. Does the dealership provide credit and financing services to customers, such as 90 days same as cash, or other financing opportunities? Yes No
- 17. Is the dealership's sales force identified for in-store customers (uniforms, etc.)? Yes No
- 18. Please check the one item that best describes the number of years you have been at this location or in business.
 Less than 3 years 3 years to 5 years 5 or more years
- 19. Does the dealership maintain and use a database that tracks customers and their purchases? Yes No
- 20. Does the dealership use a computerized customer quote system? Yes No

III. Parts Department

- 1. Does the dealership require attendance at training schools for parts staff when made available by manufacturers or distributors? Yes No
- 2. Does the dealership track fill rates? Yes No
- 3. Does the dealership track parts turns? Yes No
- 4. Does the dealership use a computer system for parts orders and inventory tracking? Yes No
- 5. Does the dealership use Internet parts ordering as provided by manufacturers or distributors? Yes No
- 6. Are uniforms used and required for parts department employees? Yes No

(continued)



- 7. Is the parts department clean, organized and free of clutter? Yes No
- 8. Does the dealership maintain a merchandise display? Yes No
- 9. Does the dealership offer a pre-season parts promotion? Yes No
- 10. Does the dealership track customer parts purchasing history? Yes No
- 11. Is there a designated parts shipping and receiving area away from the parts counter? Yes No
- 12. Is the customer parts counter clean and organized? Yes No

IV. Service Department

- 1. Is the service department clean, organized and free of clutter? Yes No
- 2. Does the dealership perform setup and pre-delivery inspections on all new wholegoods? Yes No
- 3. Is the dealership a manufacturer authorized warranty service center for all products sold? Yes No
- 4. Does the dealership have EETC or manufacturer certified technicians for all the lines carried?..... Yes No
- 5. Does the dealership require annual attendance at training schools or online training courses for service technicians when made available by EETC, manufacturers or distributors? Yes No
- 6. Does the dealership own/maintain the proper shop tools and equipment to perform optimum repair service? Yes No
- 7. Does the dealership use a computer controlled work order repair system? Yes No
- 8. Does the dealership track service department profitability? Yes No
- 9. Does the dealership make computers available for technicians? Yes No
- 10. Are uniforms used and required for service department employees?..... Yes No
- 11. Does the dealership offer a mobile service? Yes No
- 12. Does the dealership track technician productivity? Yes No
- 13. Is there customer follow-up by the dealership after major service work is completed? Yes No
- 14. Does the dealership offer off-season promotion specials? Yes No

Were all questions answered "Yes"? <input type="checkbox"/> Yes <input type="checkbox"/> No			
	Points Available	Points Needed	Points Earned
Section I	29	22	
Section II	29	21	
Section III	24	14	
Section IV	37	29	
Total	119	86	

Total Points earned _____. 86 points should be obtained to consider the dealership a Power Pro Dealer.

Accreditation fees must be submitted with Evaluation Form.		<input type="checkbox"/> Member fee: \$395	<input type="checkbox"/> Non member fee: \$595
Payment type:	<input type="checkbox"/> Check	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa <input type="checkbox"/> American Express
Card # _____	Name on card _____	Expiration _____	
Name _____	Dealership _____		
Address _____	City _____	State _____	Zip _____
Phone _____	Email _____		
Please mail check payable to: North American Equipment Dealers Association 1195 Smizer Mill Road, Fenton, MO 63026 • Phone: 636/349-5000, Fax: 636/349-5443			

