



POWER PRO Program **GUIDELINES**

Standards and Procedures for OPE Dealers

Please Read Before Completing Evaluation

Address all inquiries concerning this document to:



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POWER PRO Program

GUIDELINES

The North American Equipment Dealers Association (NAEDA) and its OPE Dealer Council (council) have prepared these guidelines, which contain the standards and procedures for dealers interested in being accredited through the Power Pro Program.

The council also recognizes that a verification of these dealer standards is needed to insure the integrity of the program. In order to provide this verification process, the council will utilize an outside contractor or NAEDA staff to inspect each applicant's dealership. The inspector will verify that the applicant has fairly represented dealership status and application information using a standard assessment review. Fees for this inspection are included in the application fee.

Introduction / Justification

Prior to establishment of NAEDA Accreditation, no universal "full service" dealership standards existed in the OPE industry. Consequently, the consumer had no measurable standard by which to compare businesses on their professional ability to provide equipment, and/or parts and service.

Accreditation and its standards identifies a full service dealer who has made a significant investment in: facilities, whole goods, parts inventories, employee salaries and training, tools and equipment, computer and business systems, advertising, and one who provides reliable customer service and satisfaction at a professional, full service level.

NAEDA's mission is "Committed to building the best business environment for North American equipment dealers." The association believes reasonable standards for dealers serving the OPE segment of the industry are not only compatible with this mission but critical elements to achieve the mission.

Standards are used to affirm to consumers that a dealership meets and operates under measurable standards of recognized performance. Industry-wide standards should not be confused with specific standards that manufacturers may require of their dealers. Manufacturers may develop company or line specific standards, in cooperation with their dealers, which include requirements above and beyond the basic industry standards outlined in this program.

The standards set forth in these guidelines incorporate the experience gained through several decades of operations from OPE dealers and council members.

The four standards herein describe the essential elements of a professional, full time OPE dealer: dealership location, facility and image; sales, marketing and advertising; parts department; and service department. The standards emphasize qualitative considerations. In addition, the standards provide latitude for a dealership's initiative, experimentation, and variation.

The objectives of NAEDA Accreditation are to:

- Clearly identify for the buying public, manufacturers, distributors and others that NAEDA Accreditation program objectives are consistent with professional standards; has the resources to accomplish those objectives and will continue to offer a quality accreditation program.



- Improve the overall quality of equipment dealers through periodic self evaluation and peer review of accreditation requirements.
- Foster integrity and excellence through development, use and periodic revision of Accreditation Standards in order to assess the educational environment and effectiveness of OPE industry programs.
- Create a “brand” and “distinction” among dealers that will assure customers that a minimum level of service can be expected by and accredited dealer.

The assessment depends on a self-evaluation report. Recognizing that no two dealerships are alike, the council recommends that each dealership location be evaluated independently and on its own individual merits. Decisions should be based on assessment of the total dealership and its environment for public acceptance, professional development and growth.

Self-Evaluation

Self-evaluation is the essential first step in the program. Standards provide a framework for important considerations during the self-evaluation. The intent of this program and the self-evaluation is to appraise the soundness of a dealership’s programs, activities and responses. Self-evaluation should determine accountability and provide the basis for a dealership’s future planning and improvement.

A self-evaluation is valuable only if it is candid, realistic, and reviews all aspects of the dealership. A dealership’s ability to candidly assess its strengths and opportunities for improvement is vital for the future.

A dealership may be considered for a Power Pro dealership designation if it has demonstrated that it meets or exceeds all of the standards specified on the evaluation form. NAEDA will contact dealers for additional information or clarification if needed.

Evaluation Standards

STANDARD I: Dealership Location, Facility, and Image

Evaluation points are based on an assessment of the overall dealership location, the facility and its perceived image by the public. The evaluation form clearly reflects a dealership’s ability to meet the public’s need for information as well as provide whole goods, service and parts. A dealership’s facilities, parking lot, etc. should also conform to accepted architectural standards and/or local zoning regulations when being evaluated.

This standard also requires that photographs must be provided to NAEDA with the application showing the front, rear and sides of the building used by the dealership and the lot surrounding the dealership.

- **Pictures should be marked on the back to show which side of the building they represent or the direction being shown on them; i.e. North, South, etc.**
- **Pictures should be clear and be no less than three inches by five inches in size.**
- **Digital pictures may also be sent directly to NAEDA in a “jpg” file format via email at powerpro@naeda.com, or on CD.**
- **Cameras used for digital pictures should be set on 300 ppi, or the highest-quality setting.**

There is a total of 29 points allocated under this standard. A dealership should evaluate itself on the 13 criteria listed on the evaluation form. Points should be only for “Yes” responses. A minimum of 22 points achieved under this standard to be considered a Power Pro dealer.



STANDARD II: Sales, Marketing, and Advertising

This standard assesses how a dealership provides opportunities to strengthen communications skills and develop the professionalism of its employees. Dealerships have latitude in incorporating topics under this standard. What may be a separate plan in one dealership may be part of a more comprehensive plan in another. For example, the sales and marketing plan may encompass the parts and service areas or just the sales and marketing department.

The council encourages dealers to create written sales and marketing plans for their dealerships. The applicant is given an opportunity to note whether the dealership's sales and marketing plans apply to the entire dealership or just the sales and marketing department (see Question 2 on the evaluation form). If a response of "Yes" is checked on Question 2, applicants should respond to the remaining questions as if everyone in the dealership participates where appropriate.

There is a total of 29 points allocated under this standard. A dealership should evaluate itself on the 20 criteria listed on the evaluation form. Points should be only for "Yes" responses, with a minimum of 21 points achieved under this standard to be considered a Power Pro dealer.

STANDARD III: Parts Department

The council recognizes dealerships should demonstrate policies, procedures, and practices in the parts department that are responsive to customer needs. In addition, opportunities should be provided for parts department employees to grow professionally to contribute to the dealership's success.

This standard measures a dealership's current parts programs as well as the future direction of the parts department. There is a total of 24 points allocated under this standard. A dealership should evaluate itself on the 12 criteria listed on the evaluation form. Points should be awarded only for "Yes" responses, with a minimum number of 14 points achieved under this standard to be considered a Power Pro dealer.

STANDARD IV: Service Department

The service department must provide high-quality service for a dealership's customers and demonstrate that it follows manufacturer and distributor policies and guidelines when performing repairs and service work. The council has directed, under this standard that additional points be awarded to dealerships where technicians are Equipment & Engine Training Council (EETC) or manufacturer certified.

A dealership must demonstrate its commitment to technicians through recruitment and retention efforts. These efforts should be enhanced by training and the use of computers in the service shops. In addition, dealerships should maintain sufficient equipment, computers, and transportation and supplies to enable technicians to focus on their service work. Materials and equipment should represent current and emerging technologies.

Under this standard, there is a total of 37 possible points allocated. Each dealership should evaluate itself on the 14 criteria listed on the evaluation form. Points should be awarded only for "Yes" responses, with a minimum of 29 points achieved under this standard to be considered a Power Pro dealer.

**Accreditation fees must be submitted with Evaluation Form.
See billing instructions on Evaluation Form.**

