

Note: This is an example adapted from a GM dealership. It should be modified to fit your circumstances (franchised dealer, independent dealer, aftermarket service provider, etc.) and performance requirements. Be specific. Be brief. Get signatures. See a sample tracking form on next page.

Performance Standards – [insert your business name/job title here]

Today’s automotive marketplace is increasingly competitive. Customers demand professional service and are unforgiving of salespeople and dealerships which fail to meet their expectations. The manufacturers that grant the franchises under which we earn our livelihoods are equally demanding. Since customers and manufacturers have alternatives to doing business with us, it is essential to our mutual success that we maintain high standards of professionalism and performance. And just as a chain cannot be stronger than its weakest link, we must recognize that individual performance ultimately affects everyone’s opportunity to succeed. Accordingly, we will apply the following minimum performance standards:

Training/Manufacturer Certification – Minimum standards:

As specified by General Motors for Sales Consultants

Salesperson must pass all certification tests within 90 days of employment and annually within 60 days of first availability in subsequent model years. Should Salesperson fail to pass all certification tests of a particular brand or vehicle line, the Salesperson may be prohibited from selling those products. Other requirements may be established from time to time.

Customer Satisfaction – Minimum standards:

Salesperson’s three month average index score as determined by General Motors on Question 10 (Overall Sales Consultant) at or above General Motors Zone Average.

Unit Sales – Minimum standards for unit sales vary with the experience level of the Salesperson.

Experience level:	Minimum Standard:
Rookies in first 3 calendar months	6 units per month
Rookies in calendar months 4-6	8 units per month
All other full-time salespersons	11 units per month

If Salesperson fails to meet minimum standards for Customer Satisfaction and/or Sales in consecutive months or in any two months of a three month period, the Salesperson may be placed on probation. Continued failure to meet standards may result in dismissal. Should Salesperson fail to meet minimum standards in a particular division or vehicle line, Salesperson may be prohibited from selling those products.

Other Standards and Changes

These standards may be modified or others established from time to time.

Acknowledgement:

Printed name: _____

Signature: _____ Date: _____

Salesperson name: John Doe

Hire date: 08/14/20xx

Sales History – Total Units

CSI History

Training

Year	Month	New	Used	Total	Standard	+ / -		Emp CSI	Zone CSI	+ / -		100%
20xx	Jan	2	3	5	11	-6	Fail	3.75	3.80	-0.05	Fail	100%
20xx	Feb	5	5	10	11	-1	Fail	3.80	3.82	-0.02	Fail	100%
20xx	Mar							3.80	3.85	-0.05	Fail	100%
20xx	Apr											
20xx	May											
20xx	Jun											
20xx	Jul											
20xx	Aug	3	3	6	6	0						30%
20xx	Sep	5	3	8	6	2						70%
20xx	Oct	0	1	1	8	-7	Fail					100%
20xx	Nov	3	13	16	8	8						100%
20xx	Dec	5	3	7	8	-1	Fail	4.00	3.79	0.21		100%

Training Requirements

Required by Manufacturer(s)	Course#	Date	
		Due	Passed
Module 1		11/14/20xx	yes
Module 2		11/14/20xx	yes
Module 3		11/14/20xx	yes
Module 4		11/14/20xx	yes
Module 5		11/14/20xx	yes
Module 6		11/14/20xx	yes
Module 7		11/14/20xx	yes
Module 8		11/14/20xx	yes
Module 9		11/14/20xx	yes
Module 10		11/14/20xx	yes