



INFOSHEET AUTOMOTIVE INCENTIVE AUDITS

A comprehensive sales strategy includes effective promotional campaigns geared to boost customer interest and drive sales. DEKRA incentive audits are tailored to analyze the appropriate incentive application and results by your network to help you ensure optimal brand performance.

Incentive assessment for effective strategy management

With millions in financial resources being dedicated to incentive programs focused on supporting product positioning and competitiveness in demanding global markets, manufacturers rely on objective auditing to maintain control of their business goals. Our **automotive incentive audits** evaluate sales strategies as well as network delivery and incentive support policies to strengthen brand performance and promote a healthy return on your investment.

Appropriate incentive application and strong network partnerships

Our automotive incentive audits were designed to improve the organizational standards and understanding of your incentive strategy throughout your distribution network. We conduct comprehensive audits in local languages providing independent industry expertise from a single source to save you time and money. Our credentialed analysts are well versed in the latest auditing tools and methodologies and experienced in recommending and helping you implement effective post-audit action plans to support your commercial strategy, ensure seamless customer service and increase profits.

Performance and compliance evaluation

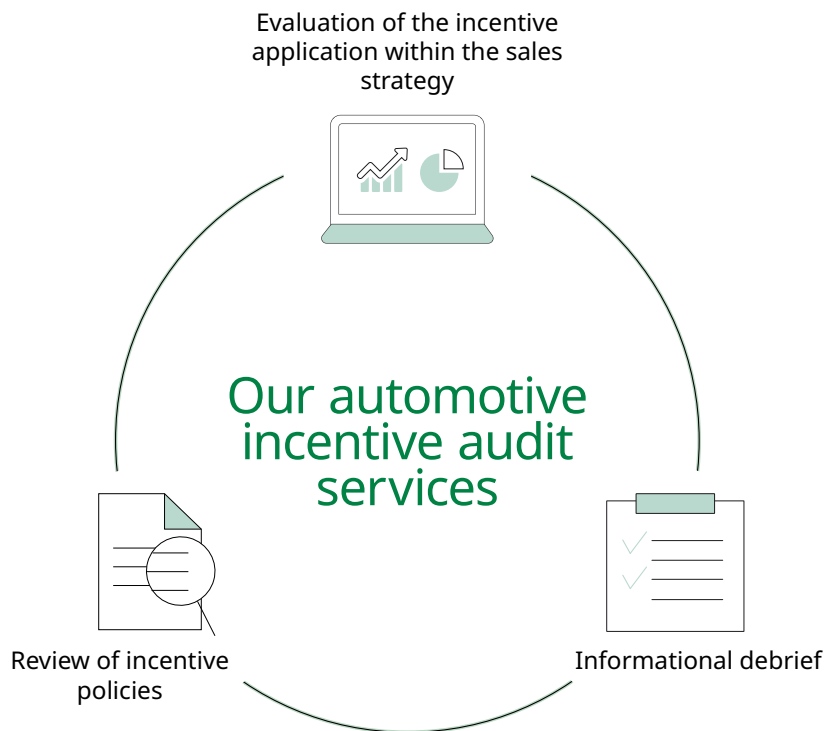
Our auditors provide essential services from preparation, organization and training to customized checklist auditing, quantitative reporting and accurate documenting of results.

Our brand performance audits are conducted in keeping with your individual requirements to:

- **Prepare appropriate audit guidelines**
- **Effectively communicate with the dealer distribution network**
- **Establish points of sales to be assessed and plan the audit campaign**
- **Provide personal training and create an easy-to-use audit guide book**

- **List VINs and corresponding incentives to be evaluated**
- **Contact principal dealer partners**
- **Review documentation and conduct thorough inspection**
- **Share results with dealer principals and obtain NSC approval**
- **Summarize criteria audited and report non-compliance**
- **Recommend improvement measures and analyze key performance indicators**

We work to ensure your incentive strategies and policies are carried out to established standards and expectations to strengthen your services distribution network, protect your brand and help you succeed in your business.



Our experts are happy to answer your questions about our automotive incentive audits. Get in touch today!

DEKRA Audit

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