



Infosheet
**Incentive
Audits**

A comprehensive sales strategy includes effective promotional campaigns geared to boost customer interest and drive sales. DEKRA incentive audits are tailored to analyse 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

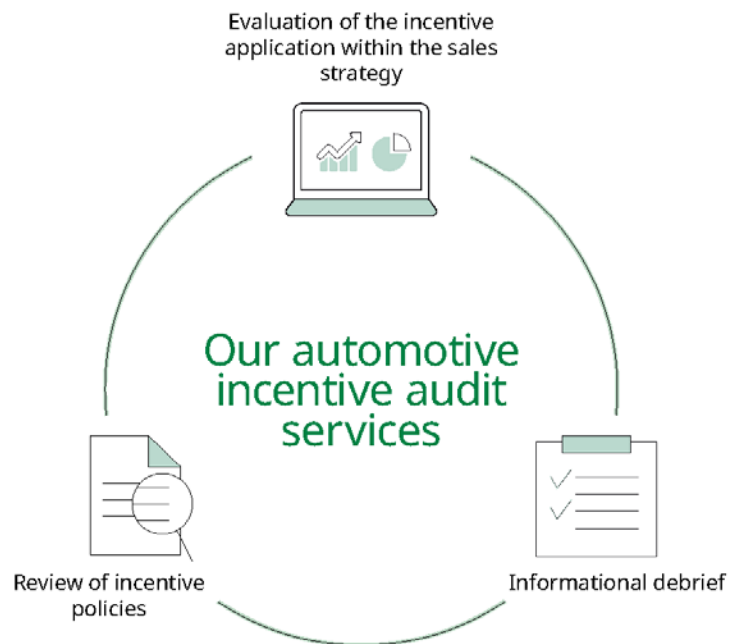
Our automotive incentive audits were designed to improve the organisational standards and understanding of your incentive strategy throughout your distribution network. We conduct comprehensive audits in local languages providing independent industry expertise from a single source to save you time and 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, organisation and training to customised 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**
- **Summarise criteria audited and report noncompliance**
- **Recommend improvement measures and analyse 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 Incentive Audits. Get in touch today!

DEKRA Audits

With over 90 years' experience DEKRA has an enviable reputation as one of Europe's premier audit, inspection and certification organisations. Audits play a critical role in setting standards and the understanding, monitoring and strategic development of products and services that our customers provide to their customers. DEKRA are an independent and impartial partner for your auditing needs, whatever your business. Whilst we specialise in supporting the automotive sector, our audit services can be utilised by any business or network as part of a strategy to improve processes, compliance and adherence to brand standards and ultimately your customers' experience. Our auditing and inspection services build trust and confidence in your business and offer transparency and insight into yours and your suppliers services, not just demonstrating meeting the standards but raising the bar for your business.

We are a service unit of DEKRA SE, a global leader in safety since 1925 with over 48,000 employees in 60 countries and five continents. As a part of the world's leading expert organisation DEKRA, we are the global partner for a safe world.

We have offices throughout North America, Europe, and Asia.

Find out more information on
www.dekra-uk.co.uk

Would you like more information?

Contact