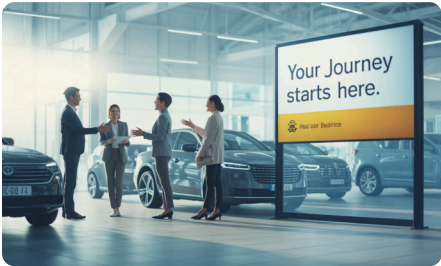


KPI Implementation for Dealership Commercial Departments

This quick reference summary outlines the key performance indicators for commercial departments in dealerships.

KPI Categories & Targets

Category	KPI	Target
Customer Engagement	Initial Fact-Find Meetings	4/week per rep
Financial Discovery	Cash Flow Analyses Completed	4/week
Solution Selling	Fleet Management Presentations	2+/week
Technology Adoption	Telematics Sign-Ups	4+Accounts/month
Program Enrollment	Maintenance/Fuel Card Sign-Ups	4+Accounts/month
Sales Performance	Units Sold / Gross Profit per Unit	10–15 units/month \$2.5k–\$4k gross/unit



Core Process Steps (By KPI Category)



Initial Fact-Find Meetings

- Use standardized Fleet Management Questions
- Log in CRM within 24 hours
- Tag opportunity stage



Cash Flow Analysis & Presentations

- Use One Nexus cost/mile & lifecycle tool
- Present solution options
- Document in CRM



Telematics Sign-Ups

- Demo in solution phase
- Explain real use cases
- Log activation details



Maintenance & Fuel Programs

- Promote at Presentation Stage
- Gain commitment on Sign Up
- Follow up quarterly



Sales Performance

- Weekly huddles & CRM logging
- Monthly/Quarterly evaluations

Reporting & Accountability

- Weekly 1:1 Rep Reviews
- Monthly Team KPI Meetings
- Quarterly Performance Analysis
- Use CRM + KPI Tracker Sheets

Training & Coaching

- Integrate KPIs into onboarding
- Monthly best practice workshops
- Use scorecards for coaching