

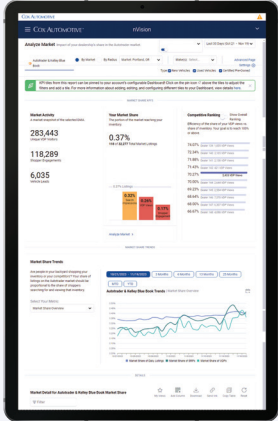
nVision Weekly Checklists



Kelley Blue Book

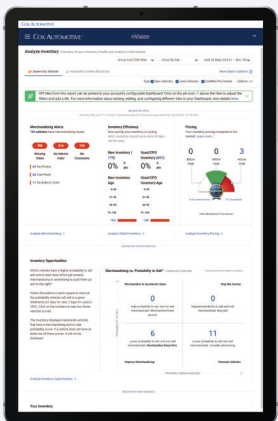
General Managers and Owners

KEY PERFORMANCE INDICATORS AS OF 01-13-2020



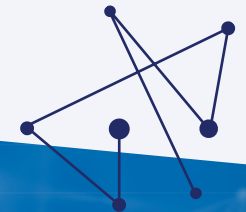
Analyze Market:

- Check your **market share of activity** by Make, New, Used, CPO. Look for:
 - % of Listings \leq Search Impressions
 - VDP Views \geq Search Impressions
 - Shopper Engagement \geq VDP Views
- Check your **Market Share overview** for sudden changes:
 - Market Share of Daily Listings \leq Market Share of SRPs and Market Share of VDPs
- Check **Competitive Ranking & Overall Ranking**:
 - 100% or higher efficiency means you're getting more than your market share of VDPs based on your inventory %
 - Overall Ranking shows your rank based on all stores in the market you selected based on VDP counts.



Analyze Inventory:

- Check **inventory merchandising**.
- Look at the **trending chart over time** to ensure that the activity online is trending in the right direction.
- Look at **aging cars** to ensure that the inventory is not getting too old.
- Look at **groups of aging cars** to create a strategy to increase the activity online for those cars.



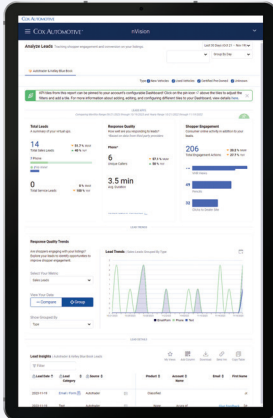
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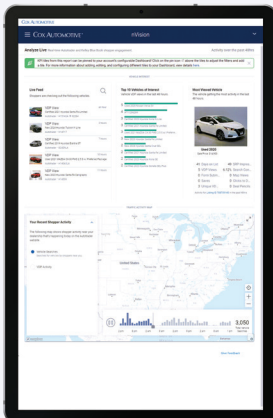
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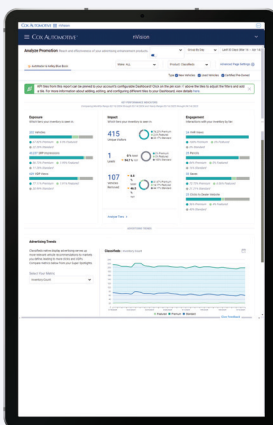
Analyze Leads:

- Check the **trending graph** for leads and engagements. This allows you to see any sudden drops or changes.
- Look at the **most recent leads** for cars that are still active to ensure that the proper follow-up process is in place.
- Review your **phone calls** to ensure the best customer experience.



Analyze Live:

- Review the **Top 10 Vehicles of Interest** with your sales managers.
- Ensure that the BDC knows these cars and can answer questions about them.
- Ensure that the salespeople are aware of these cars and can do a walk around for these cars.



Analyze Promotion:

- Review **Exposure** to confirm there are no cars in Standard or Base Listings.
- Depending on your program, check the activity online.
- Check the **spotlight** applications have been completed by your team.