



Scoring guide

Quality - Sales Scoring Guide

This video development sheet provides sales managers and teams with the ability to highlight good performance as well as improvement areas.

Video Quality					
Select the criteria below whilst reviewing your videos and Dashboard					
Details	Site	Standard not met	Development required	Proficient	Comments
Preparation (clearly prepared and planned)					
Clear voice and audible					
Speed of voice intelligible					
Simple language used (No complex jargon)					
Minimal background noise					

Visual Quality					
Select the criteria below whilst reviewing your videos and Dashboard					
Details	Site	Standard not met	Development required	Proficient	Comments
Lighting - e.g. all parts being identified can be seen clearly					
Focus - when zooming picture is clear					
Speed - speed of camera is controlled					
Steadiness throughout					
Use of Multipart?					
Engaging car shots used throughout					

Video Process

Select the criteria below whilst reviewing your videos and Dashboard

Details	Site	Standard not met	Development required	Proficient	Comments
Video starts on sales executive					
Sales executive introduces themselves					
Sales executive mentions customer name					
Sales executive mentions dealership name					
Statement highlighting video purpose					
Sales executive delivers USPs of vehicle by detailed model, specifications and two or three features with benefits					
Video finishes with call to action and/or follow up					

Success Criteria

Select YES or NO below whilst reviewing your CitNOW Dashboard

Details	Yes	No	Notes
Was the video sent?			
Was it sent via email and SMS?			
Was the video watched?			
How quickly was the video watched?			
Did it lead to a customer visit and/or car sale?			
Did the customer rate the video?			
Did the customer leave any comments?			

For any queries related to this document, please contact our team at help@citnow.com or **01189 977740**.