



# MARKETING ANALYSIS PROFILE

Date \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Owner \_\_\_\_\_ Email: \_\_\_\_\_  Check Contact

GM \_\_\_\_\_ Email: \_\_\_\_\_

Service Mgr. \_\_\_\_\_ Email: \_\_\_\_\_

Completed By \_\_\_\_\_ Position \_\_\_\_\_ Email: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

What DMS System do you Use? R & R \_\_\_\_\_ ADP \_\_\_\_\_ UCS \_\_\_\_\_ Other \_\_\_\_\_ - (IMPORTANT)

### Franchise Brands:

- |                                   |                                   |                                   |                                     |                                 |                                      |
|-----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|---------------------------------|--------------------------------------|
| <input type="checkbox"/> Acura    | <input type="checkbox"/> Chrysler | <input type="checkbox"/> Infinity | <input type="checkbox"/> Mazda      | <input type="checkbox"/> Porche | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Audi     | <input type="checkbox"/> Dodge    | <input type="checkbox"/> Jaguar   | <input type="checkbox"/> Mini       | <input type="checkbox"/> Suzuki | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> BMW      | <input type="checkbox"/> Ford     | <input type="checkbox"/> Jeep     | <input type="checkbox"/> Mitsubishi | <input type="checkbox"/> Subaru | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Buick    | <input type="checkbox"/> GMC      | <input type="checkbox"/> Kia      | <input type="checkbox"/> Mercedes   | <input type="checkbox"/> Toyota | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Cadillac | <input type="checkbox"/> Honda    | <input type="checkbox"/> Lexus    | <input type="checkbox"/> Mercury    | <input type="checkbox"/> Volvo  | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Chevy    | <input type="checkbox"/> Hyundai  | <input type="checkbox"/> Lincoln  | <input type="checkbox"/> Nissan     | <input type="checkbox"/> VW     | <input type="checkbox"/> Other _____ |

Monthly Repair Orders: Customer Pay \_\_\_\_\_ Warranty \_\_\_\_\_ Total \_\_\_\_\_

Number Of Service Writers: \_\_\_\_\_ Number of Parts Advisors: \_\_\_\_\_

### "LIST 4 OF YOUR COMPETITORS; DISTANCE AND DIRECTION FROM YOUR DEALERSHIP"

Dealership Name	Approximate miles/direction from you
_____	_____ ◀
_____	_____ ◀
_____	_____ ◀
_____	_____ ◀

*Whose customers do you want to steal?*

Dealer Objective: \_\_\_\_\_

# FAX NOW TOLL FREE 1-888-444-7955

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