



COMPANY-TO-DEALER STANDARDS SURVEY

Dealer Information

DEALERSHIP _____ Ford Lincoln (Mercury)

Street _____ Town _____ State _____ Zip _____

Dealer Principal _____ Region _____

Select Dealer, or Contact Dealer New Vehicle Sales Retailed per Year _____

Should you require a separate Survey for your Ford or Lincoln (Mercury) store, it is available on dealersalliance.org > Publications — or you can call (201) 342-4542 and we will send you an additional copy.

Company-to-Dealer Relationship

1. How satisfied are you with the overall Ford Motor Company and dealer relationship for your Ford franchise?

Completely Satisfied
 Very Satisfied
 Fairly Well Satisfied
 Somewhat Dissatisfied
 Very Dissatisfied

Please describe why: _____

How satisfied are you with Ford Motor Company management and the decisions made affecting your franchise business?

Completely Satisfied
 Very Satisfied
 Fairly Well Satisfied
 Somewhat Dissatisfied
 Very Dissatisfied

Please describe why: _____

2. Thinking about the Ford Motor Company and dealer relationship for your Ford franchise, how strongly do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Ford Motor Company through its actions demonstrates honesty, integrity, and respect in its dealings with you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Motor Company's policies and procedures are fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Motor Company values its dealers and has a genuine interest in the well-being of your franchise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Motor Company considers dealer input before making decisions that affect the dealers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Motor Company is strongly committed to improving customer satisfaction through its own actions and at its own expense	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Motor Company products are innovative, of high quality, and meet consumer expectation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall Company Support

3. How satisfied are you with the support provided by Regional Customer Service Division's sales and service representation?

	Completely Satisfied	Very Satisfied	Fairly Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Sales Representative:					
Knowledge, competence, fulfillment of commitments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Training:					
Product knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Representative:					
Knowledge, competence, fulfillment of commitments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Training:					
Product knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sales Support

4. Please evaluate the following issues as they relate to Ford Motor Company's support of your dealership's sales efforts during the past six months.

	Completely Satisfied	Very Satisfied	Fairly Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Distribution System:					
Allocation system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness of delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of vehicles when you receive them:					
All features and options ordered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No interior/exterior defects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No shipping damage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alphabet Programs (A, Z, X, D)					
Sales Marketing Programs (Incentive, etc.):					
Competitive and innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Announced in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parts Marketing Programs :					
Competitive and innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Announced in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford Credit Marketing Programs :					
Competitive and innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Announced in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Service Support

5. Please evaluate the following issues as they relate to Ford Motor Company's support of your dealership's service efforts during the past six months.

	Completely Satisfied	Very Satisfied	Fairly Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Warranty Assistance Programs (e.g. TAP, after warranty assistance, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Service Support for Recalls (dealer notification/instructions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Product Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Support					
Efficiency of "Ask Ford"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Answered by an engineer who is able to provide complete and accurate resolution information the first time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty Administration and Reimbursement:					
Coverages and exclusions are easily understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedures for submitting claims are easily understood (e.g. ACES II)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair reimbursement of labor rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness of parts mark-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Labor Time Standard Allowances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Mtime [actual time] reimbursement, with substantiation submitted including fairness of assessor in claim adjustments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of prior approval and ease of knowing when prior approval is required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness of 30-day claim submission time limit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness of warranty audit process <i>Leave blank if you have never been audited</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Parts Support

6. Please evaluate the following issues as they relate to Ford Motor Company's support of your dealership's parts efforts during the past six months.

	Completely Satisfied	Very Satisfied	Fairly Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Stock order availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency orders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability for servicing new models	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability for recalls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of tracking parts when ordered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GCAT System (Cataloging System) <i>Leave blank if you do not use GCAT</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dealer Remarks: _____
