



# SGS Sales Program Audits

## Manage and mitigate the risk of overspend from sales incentive schemes

We have an experienced team of independent automotive auditors, who provide a complete audit service that covers every aspect of incentives. We ensure a thorough search for overspend during sales campaigns, and we verify correct implementation of importer's discount policy.

### BENEFITS



Clear view on structure & efficiency of incentive allocations



Avoid (un)intentional misuse of incentives by individual dealers



Improved cost control for dealer and importer



Car brand importers



car dealers

### VEHICLE SALES

Vehicle sales are supported by car brand importers. The importers communicate what kind of incentive tools can be used by their car dealers, like discounts, incentives and bonuses.



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### INCENTIVE AUDIT

- Audit planning
- On-site or remote audit facilitated by our digital platform
- Discount initiatives
- Compliance with discount policies
- Inconsistencies or non-conformities



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importer & dealers

### FEEDBACK

- Financial results with possible chargeback to importer
- Feedback from the dealer on the efficiency of the incentives
- Improvement suggestions for the dealers

WHEN YOU NEED TO BE SURE

# SGS