

# SEWELLS SOUTH AFRICA

## SEWELLS "BUSINESSMAN OF THE YEAR"

Each year Sewells recognises the seven top performers amongst all dealers who have submitted data to eSOS consistently for twelve months.

There is a two tier evaluation for dealer's performance to determine the selection of the seven qualifying dealers. The motive for this is to evaluate the dealership from a more "balanced business" perspective by looking at a range of key performance indicators rather than a single measure.

- The first tier scores the dealers on a financially orientated scorecard and these then get ranked highest to lowest. Achieving benchmark (national) scored 0 – greater or lesser scores are then positive or negative.
- The second tier scores the dealer on a single key performance indicator ROAA.

To qualify a dealer must first rank on the scorecard and then on ROAA.

