

# Achieving high performance starts with setting credible targets.

## Determine individual performance targets with ease.

In a constantly changing and challenging market, how do you accurately define and monitor dealer targets? Simply put, with assistance from Urban Science.

As you already know, setting credible dealer targets can be a difficult process. Factor in current market conditions, and it becomes even more challenging to engage dealers in a target setting process that also delivers the national volume.

## Introducing the Target Setting solution.

You have challenges. Urban Science has solutions. We start by taking on this challenge for you, freeing up crucial resources and time. We can help you engage your dealers and apportion annual planned volume consistently, fairly and equitably across all participating sites in the network. We have extensive experience working with a number of manufacturers and dealer councils over many years, defining and refining robust target setting solutions that can adapt to the uniqueness of your brand.

## Your solution, your needs.

Few manufacturers use the same process to set dealer targets. To be effective, it's essential that our process match our client's needs with the correct combination of data and analysis.

We use a weighted combination of competitive market calculations and historical sales data to show true potential for each dealer in the market. By combining this with relevant business rules we can work with you to derive the best combination of data elements to deliver fair and equitable dealer targets across the network.

### ▶ EXPERIENCE

Urban Science annually carries out target setting processes for major manufacturers with a proven methodology using processes such as de-distortion, delivering proven results

### ▶ APPROACH

Our methodology ensures a fair approach to target setting, is flexible to account for uniqueness across automotive manufacturers, and provides unbiased, independent advice

### ▶ QUALITY

Model and market anomalies are corrected based upon our proven de-distortion methodologies

### ▶ EFFICIENCY

Outsourcing to Urban Science allows you to free up internal resources

### ▶ FLEXIBILITY

Open points can be considered or excluded, regional schemes can be used, and standard outputs can include printed contracts

### ▶ DELIVERY SYSTEM

By hosting dealer targets on our online dealer performance management system (Si2) you can easily view current performance against target and market potential. Reports are available either static (PDF) or online

▶ Get started by contacting  
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 or call +44 (0)1932 574 424

