



MARKETING SUPPLIER PERFORMANCE SCORECARD

BASIC INFORMATION:

The objective of the quarterly evaluation is to ensure that the marketing supplier is meeting/ exceeding the goals set forth in the SOW, and to identify and address potential performance and / or relationship issues that impede the ability to achieve common goals.

SUPPLIER:		THE ASSIGNMENT:	
EVALUATOR(S):		SERVICES EVALUATED:	
TITLE:		ADDITIONAL INFORMATION:	xx hours per month. SOW detailed
REVIEW PERIOD/ CONTRACT DATE:			

PERFORMANCE RECORD

Q1 Performance Score		Q2 Performance Score		Q3 Performance Score		Q4 Performance Score	
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Ranking (1-5 with 5 being the highest)

HOW ARE WE DOING?	Score	Comments
Collaborative program plan in place and driving activities	5	
Meeting or exceeding agreed upon goals	5	
Delivering value for the investment - price / quality	5	
Understands our company, products and services, and industry	5	
Talent / Skill - Team has the experience, skills and talent to get the job done	5	
Responsive - Acts with sense of urgency & meets deadlines	5	
Proactive – Brings energy to the relationship, not just waiting for direction	5	
Creative – Brings fresh new ideas and programs to the table	5	
Attention to detail – Work is accurate, thorough, and on time	5	
Communication – Keeps us well informed; dialog is candid & open	5	
Writing - Good storytellers of franchisee and brand stories	5	
Listening - Team responds positively to constructive criticism & feedback	5	
Chemistry - Account team has good chemistry with our people and culture	5	
Attitude - Account team has a positive "can do" attitude	5	
Accountable - Keep promises, deliver on time with high quality	5	
Work Ethic -Account team goes the extra mile - has high standards	5	
Senior management involvement - Actively involved in the account	5	
Committed: Work late or weekends as needed - sense of urgency	5	
Timely reporting - Conference reports, status reports, etc.	5	
Issue resolution - Address issues head-on and resolve them	5	

FINAL SCORE:	100	PERFECT SCORE 100
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EVALUATION COMMENTS: ASSESSMENT AND GOALS

Please elaborate on how the supplier is doing, what areas need special attention, etc. Please be candid.

ASK FOR SPREADSHEET