

Agency Performance Scorecard

BASIC INFORMATION

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

AGENCY:		THE ASSIGNMENT:	
EVALUATOR(S):			
TITLE:		SERVICES:	
REVIEW PERIOD/ CONTRACT DATE:		ADDITIONAL INFORMATION:	

PERFORMANCE EVALUATION

Ranking (1-5 with 5 being the highest)

EVALUATION CRITERIA	SCORE	COMMENTS
Collaborative program plan in place and driving activities		
Meeting or exceeding agreed upon goals		
Results: Delivering value for the investment – price / quality		
Understands our company, products and services, and target audiences		
Talent / Skill – Team has the experience, skills and talent to excel		
Responsive – Acts with sense of urgency & meets deadlines		
Proactive – Brings energy to the relationship, not just waiting for direction		
Creative – Brings fresh new ideas and programs to the table		
Attention to Detail – Work is accurate, thorough, and on time		
Communication – Keeps us well informed; dialog is candid & open		
Writing – Good storytellers of franchisee and brand stories		
Listening – Team responds positively to constructive criticism & feedback		
Chemistry – Account team has good chemistry with our people and culture		
Attitude – Account team has a positive "can do" attitude		
Accountable – Keep promises, deliver on time with high quality		
Work Ethic – Account team goes the extra mile - has high standards		
Senior Management Involvement – Actively involved in the account		
Committed – Work late or weekends as needed – sense of urgency		
Timely Reporting – Conference reports, status reports, etc.		
Issue Resolution – Address issues head-on and resolve them		
FINAL SCORE:		PERFECT SCORE 100

EVALUATION COMMENTS: ASSESSMENT AND GOALS

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