

Practical Performance Improvement. Measurable Commercial Outcomes.

Specialist performance advisory for automotive, truck & commercial vehicle and marine businesses - helping leadership teams identify where performance is being lost, strengthen execution and create measurable commercial improvement.

PEOPLE	PROCESSES
PERFORMANCE	RESULTS

DIAGNOSE > PRIORITISE > IMPLEMENT > MEASURE

Matthew Barry | Founder & Principal Consultant

Australia | Automotive | Truck & Commercial Vehicle | Marine

Turning strategy into frontline performance

Shoreline Performance Advisory works with leadership teams to identify the gap between strategy and execution. Our work connects leadership, customer experience, sales, finance, pipeline discipline, operational performance and measurement - the disciplines that determine whether a strategy produces a commercial result.

We do not begin with a generic training program. We begin by understanding the business, identifying where performance is constrained, prioritising the highest-value opportunities and creating a practical implementation pathway.

Founder & Principal Consultant Matthew Barry	Core proposition Performance improvement that reaches the frontline.
Industry focus Automotive, truck & commercial vehicle and marine.	Approach Diagnose. Prioritise. Implement. Measure.

MATTHEW BARRY

Industry experience translated into practical execution

Matthew Barry brings extensive experience across automotive retail, dealership leadership, OEM and automotive financial services environments. He has worked directly with Dealer Principals, senior leaders, sales and finance teams to improve customer experience, sales execution, GFV and purchase options, finance performance, leadership capability and operational discipline.

His approach combines strategic insight with practical frontline implementation - identifying where performance is being lost and helping leaders turn opportunity into measurable improvement.

The Shoreline Performance Diagnostic

A structured assessment of the leadership, customer, sales, finance and operational disciplines influencing commercial performance. The diagnostic establishes a fact-based view of what is working, where performance is constrained and which interventions are most likely to deliver measurable improvement.

01 DIAGNOSE	02 PRIORITISE	03 IMPLEMENT	04 MEASURE
------------------------------	--------------------------------	-------------------------------	-----------------------------

Shoreline Performance Score	Executive Findings	90-Day Performance Plan
Eight performance pillars assessed against defined standards to create a clear view of current maturity.	Clear identification of strengths, constraints, execution gaps and commercial opportunities.	Prioritised actions, ownership, measures and management cadence to translate findings into execution.

PERFORMANCE EXCELLENCE FRAMEWORK

Eight disciplines that drive sustainable performance

[01] Leadership & Direction Strategic clarity, executive alignment and organisational momentum.	[02] Customer Journey End-to-end customer experience from initial enquiry through post-sale support.
[03] Sales Execution Sales process mechanics, conversion discipline and consistent execution.	[04] Purchase Options & Finance GFV, purchase options and finance integration within the customer journey.
[05] Pipeline & Conversion Opportunity management, follow-up discipline, visibility and conversion.	[06] People & Coaching Leadership capability, coaching rhythms, accountability and performance culture.
[07] Operational Performance Inventory, departmental integration, aftersales, workshop productivity and efficiency.	[08] Data & Continuous Improvement Leading indicators, performance analytics, action tracking and continuous improvement.

From diagnosis to embedded performance improvement

Shoreline engagements are designed around the performance problem to be solved, rather than a generic menu of training days.

1. Diagnose Performance

Shoreline Performance Diagnostic

Assess current performance, identify constraints and commercial opportunities, and establish a prioritised 90-day pathway.

2. Improve Commercial Performance

Sales, Customer Journey & Finance Integration

Strengthen sales execution, GFV and purchase-option conversations, finance opportunity, pipeline conversion, customer experience and retention.

3. Build Leadership Capability

Leadership, Coaching & Performance Culture

Equip leaders to set expectations, coach observable behaviours, establish accountability and sustain performance improvement internally.

4. Embed & Scale Performance

90-Day Programs, OEM & Dealer Group Programs and Ongoing Advisory

Translate diagnostic findings into structured implementation with defined priorities, leadership accountability, coaching cadence and performance measurement.

SPECIALIST CAPABILITIES

- | | |
|--|-------------------------------------|
| • Business & Dealer Performance Diagnostic | • Sales Process Optimisation |
| • GFV, Purchase Options & Retention | • Finance Integration & Performance |
| • Leadership & Performance Culture | • Pipeline & Conversion Discipline |
| • Performance Measurement & Accountability | • OEM / Dealer Group Programs |

INDUSTRY FOCUS

Specialist industry context. Practical commercial application.

AUTOMOTIVE OEMs, dealer groups, dealerships and automotive financial services.	TRUCK & COMMERCIAL VEHICLE Commercial vehicle dealers, groups, fleets and leadership teams.	MARINE Marine dealerships, distributors and customer-facing marine businesses.
--	---	--

WHO WE WORK WITH

Leadership teams responsible for commercial performance

Dealer Principals & General Managers - whole-of-business performance, leadership, sales, finance and operational discipline.

Dealer Group Executives - multi-site consistency, benchmarking, leadership capability and scalable performance programs.

OEM & Automotive Financial Services Leaders - network capability, GFV and purchase-option execution, finance integration, dealer performance and field coaching.

Department Leaders - sales execution, pipeline management, coaching, conversion and process improvement.

ENGAGEMENT PATHWAYS

Performance Diagnostic	90-Day Performance Program	Strategic Advisory Partnership
Identify gaps, opportunities and priorities.	Implement and embed targeted performance improvement.	Ongoing executive support, measurement and continuous improvement.

WHERE COULD YOUR BUSINESS PERFORM BETTER?

Start with a performance conversation.

A confidential initial conversation is designed to understand your objectives, current challenges and where Shoreline may be able to create measurable improvement.

BOOK A PERFORMANCE CONVERSATION

shorelineadvisory.com.au

Matthew Barry

Founder & Principal Consultant
Shoreline Performance Advisory
Australia

Practical Performance Improvement. Measurable Commercial Outcomes.