

Rewarding Excellence®

REWARDING EXCELLENCE 2016 PROGRAM GUIDE SALES MANAGER

TAKE A RIDE ON THE REWARDS SIDE!

Make your move for Rewarding Excellence® success! This year, you can earn in more than just the annual and monthly programs for the sales you manage—we're extending the Sales Professional Badge program to you, too! Now you're able to earn Quarterly Badges while raking in additional cash and points to spend in the Rewarding Excellence Awards Catalog!

Review this guide to find out how to earn Achievement Badges and more this year. For official rules, visit the Rewarding Excellence program website via RewardingExcellence.com or go to [DealerCONNECT](#).

It's easy: the more new vehicle sales you manage, the more Badges you earn—and the more cash and points you receive!



Annual Awards

Training Requirement: **Annual Certification**

Put cash in your pocket at year-end with the 2016 Annual Manager's Sales Performance and Customer Treatment Rewards Program!

Keep your Sales Team focused on providing superb customer service on all your sales between January 5, 2016, and January 3, 2017—you'll receive a bonus payout for each Advocate Survey with a 9/10 score for Overall Experience with your Sales Consultant that you managed for your Dealership.

Certified Chrysler, Dodge, Jeep® and Ram Sales Managers will receive the following payments per qualified CX survey (9 or 10 score) based on the percentage of their VGP that their Dealership attains.

Certified FIAT® Sales Managers will receive a \$10 payment per qualified CX survey (9 or 10 score for Overall Experience with your Sales Consultant) for the sales they managed.

Annual Program	BASE	ACHIEVER	OVERACHIEVER	FIAT
Annual VGP	<100%	100–119%	120%+	per Sale with 9 or 10 CX Score
Award Payout	\$5 per Advocate Survey	\$10 per Advocate Survey	\$15 per Advocate Survey	\$10 per Advocate Survey

Qualified CX Survey Returns: CX Survey Returns with Advocate scores of 9 or 10 for the "Overall Experience with your Sales Consultant" question returned.

Quarterly Awards

SHOW US YOUR BADGE—AND SCORE CASH AND POINTS—FOUR TIMES A YEAR!

DIRECTOR'S CUSTOMER EXPERIENCE AWARD

Training Requirement: Sales Manager Monthly Rewards Eligibility

This award gives you the chance to earn cash each quarter based on your Advocacy Ratio (number of CX Surveys with a score of 9 or 10 for Overall Experience with your Sales Consultant divided by the number of Type 1 & L sales managed). Your Advocacy Ratio will determine whether you achieve the Silver, Gold or Platinum Level Badge for that quarter. The higher the level you reach, the bigger your awards become!

You must achieve the minimum sales management requirement for your brand to earn a Director's Customer Experience Badge:

CDJR: 30 vehicles | **FIAT:** 15 vehicles



BADGE BOOSTERS

Give your vehicle sales management performance a boost each quarter, and you can score points to spend in the Rewarding Excellence Awards Catalog! How much you earn is determined by the level of Director's Customer Experience Badge and the Type 1 & L sales volume you achieve.

QUALIFIED CX SURVEY RETURNS

CX=CUSTOMER EXPERIENCE

CX Survey returns with Advocate scores of 9 or 10 for the "Overall Experience with your Sales Consultant" question returned for new vehicle sales are eligible for program payments as described in the chart below.



BADGE LEVEL		SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Advocacy Ratio*		30–39.9%	40–49.9%	50%+
CASH AWARDS CDJR: 30 – 74 Sales/Qtr. FIAT: 15 – 24 Sales/Qtr.		\$300	\$400	\$500
BADGE BOOSTERS	SINGLE BOOSTER CDJR: 75 – 149 Sales/Qtr. FIAT: 25 – 34 Sales/Qtr.	30,000 points	40,000 points	50,000 points
	DOUBLE BOOSTER CDJR: 150 – 299 Sales/Qtr. FIAT: 35 – 49 Sales/Qtr.	45,000 points	60,000 points	75,000 points
	TRIPLE BOOSTER CDJR: 300+ Sales/Qtr. FIAT: 50+ Sales/Qtr.	60,000 points	80,000 points	100,000 points

*Advocacy Ratio equals the number of Advocate Surveys (score of 9 or 10) for Overall Experience with Sales Consultant divided by the number of Type 1 & L sales managed.

†Quarterly sales volume totals for the Director's Customer Experience Award will only include Type 1 & L sales managed.

Quarterly Badges, Badge Boosters and payment will be issued 45 days after the end of the quarter to allow time for sales to be validated.

UPDATED IN 2016: MONTHLY AWARDS

Training Requirement: Sales Manager Monthly Rewards Eligibility

We've changed up the monthly program this year! Now you just need to achieve 100% VGP each month, and you'll earn **\$5 on every monthly sale!**



Owner Support+ Manager Incentive

Earn rewards when you encourage your team to send customers their OS+ Video Delivery Checklist! Visit the Owner Support+ program website via RewardingExcellence.com for all the details.



New Card. Same Amazing Benefits!

THIS YEAR, WE'RE UPGRADING YOUR MASTERCARD® TO A REWARDING EXCELLENCE® VISA® PREPAID CARD!

Please Note: The first Rewarding Excellence payment on the new Visa cards will be made on April 15, 2016.

2016 CARD PAYMENT SCHEDULE

JANUARY (JAN 5–FEB 1)						
SU	M	TU	W	TH	F	SA
				31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

FEBRUARY (FEB 2–29)						
SU	M	TU	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH (MAR 1–31)						
SU	M	TU	W	TH	F	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL (APR 1–MAY 2)						
SU	M	TU	W	TH	F	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY (MAY 3–31)						
SU	M	TU	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE (JUN 1–30)						
SU	M	TU	W	TH	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY (JUL 1–AUG 1)						
SU	M	TU	W	TH	F	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

AUGUST (AUG 2–31)						
SU	M	TU	W	TH	F	SA
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER (SEP 1–30)						
SU	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER (OCT 1–31)						
SU	M	TU	W	TH	F	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

NOVEMBER (NOV 1–30)						
SU	M	TU	W	TH	F	SA
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER (DEC 1–JAN 3)						
SU	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

EXERCISE YOUR RIGHT TO REDEEM

With the **Rewarding Excellence Awards Catalog**, you can shop until you drop without even leaving your chair! Redeem your points for over 10,000 merchandise awards, three million digital downloads and more. Be sure to add items to your **Wish List** to track how close you are to getting them! And don't forget about these amazing award options:

- Travel by Design**
 Travel experts can help you plan your next getaway, whether you're looking to go across town or across the globe.
- Concierge Service**
 Let a customer service representative assist you with purchasing something that isn't in the catalog. (*You must have a minimum of 460,000 points to use this service.*)
- Concert and Game Tickets**
 Turn your points into tickets to see your favorite band or team.



The Rewarding Excellence Visa Prepaid Card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC. The card may be used everywhere Visa debit cards are accepted.

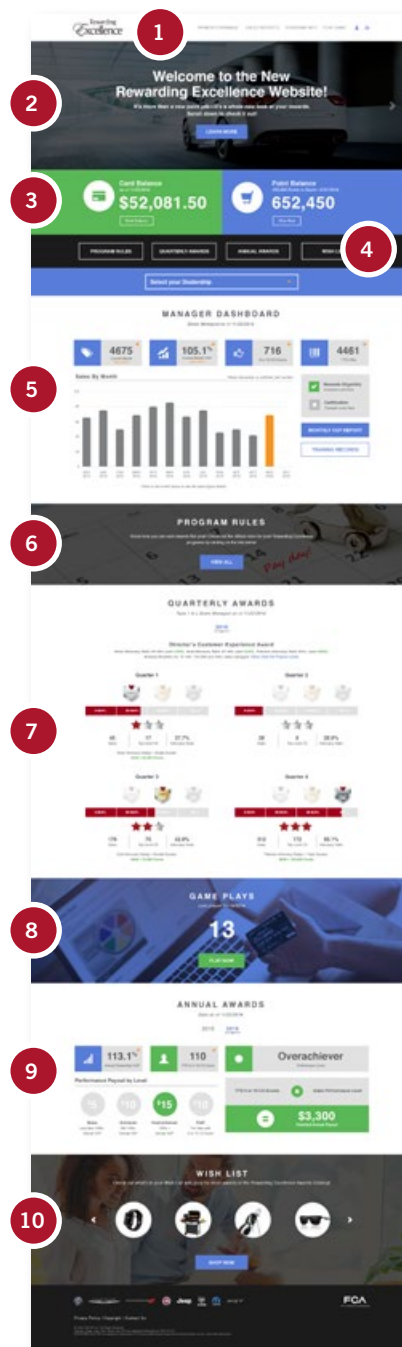
The Rewarding Excellence Prepaid MasterCard is issued by The Bancorp Bank pursuant to license by MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. The Bancorp Bank; Member FDIC. The card may be used everywhere Debit MasterCard is accepted.

Track Your Progress Online!

We've supercharged the Rewarding Excellence website to make tracking your progress easier than ever!

Here's what you'll see as you scroll down your home page:

- 1 NAVIGATION BAR**
Click on these links for reports and other program information.
- 2 PROGRAM UPDATES**
Check this rotating banner for important program news.
- 3 AWARD BALANCES**
See the points and cash you've earned. **NEW:** Live balance (available in April).
- 4 HOT LINKS**
These links take you directly where you want to go.
- 5 MANAGER DASHBOARD**
Here, you can see the sales you've managed for the current month and check your rewards eligibility and certification status. To see a previous month's sales data, click on another month in the bar graph. For more details on any of these numbers, click on the orange plus sign in the corner of each box.
- 6 PROGRAM RULES**
Review the official rules for all your Rewarding Excellence programs.
- 7 QUARTERLY AWARDS**
See if you're close to achieving the Director's Customer Experience Award and Badge Boosters each quarter! These trackers fill in based on your current quarterly sales.
- 8 GAME PLAYS**
When you have games to play, you'll come here.
- 9 ANNUAL AWARDS**
Track your progress toward Annual Awards and see how much you stand to earn at year-end!
- 10 WISH LIST**
View the items on your Wish List and visit the catalog to shop for awards!



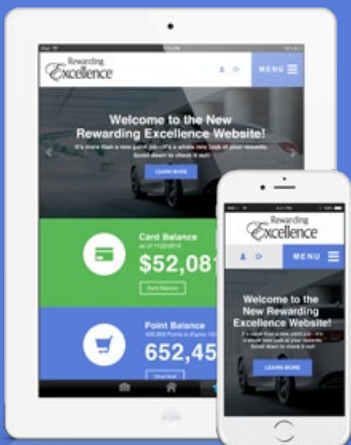
LOG IN TODAY!

You'll access the program website from the **Rewarding Excellence Performance Center.**

- › Go to RewardingExcellence.com.
- › Log in using your SID/TID and password.
- › Click on the Rewarding Excellence icon under "Select a Program."

QUESTIONS? CONTACT US.

888-887-6192 | Questions@RewardingExcellenceCard.com
Monday through Friday, 9 a.m. – 9 p.m. ET
RewardingExcellence.com



TAKE REWARDING EXCELLENCE WITH YOU!

This website is as mobile as you are—track your progress on the go from your smartphone, tablet or other mobile device.