

—  
**2017  
PROGRAM  
GUIDE**  
—

**SALES CONSULTANTS**

—  
**GET IN THE FAST LANE  
FOR REWARDS!**  
—

**You're in the driver's seat for Rewarding Excellence success!** Shift your new vehicle sales into high gear, and you'll be on your way to scoring cash and points with Quarterly, Brand and Annual Awards. It's that easy!

Keep reading to find out how you can earn awards this year, including information on the **NEW** Customer Experience qualifier. For official rules, visit the Rewarding Excellence website via [RewardingExcellence.com](http://RewardingExcellence.com) or go to DealerCONNECT.

**BE SURE TO ALSO KEEP YOUR EYE OUT FOR MORE CHANCES TO EARN CASH AWARDS WITH BUSINESS CENTER AND MONTHLY PROMOTIONS!**

Rewarding  
**Excellence**<sup>®</sup>



## NEW IN 2017 / CUSTOMER EXPERIENCE QUALIFIER

An outstanding customer experience is key not only to achieving vehicle sales, but also to securing repeat business. Starting April 1, we are adding a **NEW** Customer Experience qualifier for rewards this year: **an average 3-month or 12-month score of 85% or higher on the “Overall Experience with your Sales Consultant” question.** You must achieve this qualifier to be eligible for any awards through Rewarding Excellence.

To meet this qualifier, you'll need to focus on achieving Advocate scores of 9 or 10 for the “Overall Experience with your Sales Consultant” question on the survey.

### DON'T FORGET ABOUT TRAINING REQUIREMENTS!

You must still meet all other program qualifiers to be eligible for awards. Review this guide to see your training requirements for Quarterly, Brand and Annual Awards.

### HERE'S HOW IT WORKS:

**1**

Your customers respond to the survey. You will be scored on the question, **“How satisfied are you with the overall experience with your Sales Consultant?”**

**2**

Your overall score is calculated on the first day of the sales month:  

$$\frac{\text{Total \# of 9 or 10 Scores}}{\text{Total \# of Surveys Received}} \times 100$$
*(see example below)*

**3**

If you have a score of at least 85% over a 3-month OR 12-month period, you'll be eligible for payment. For example, if your score over 3 months is 81% and your score over 12 months is 87%, you will be eligible based on your 12-month score. But if both scores are under 85%, you would not be eligible for payment.

FOR EXAMPLE

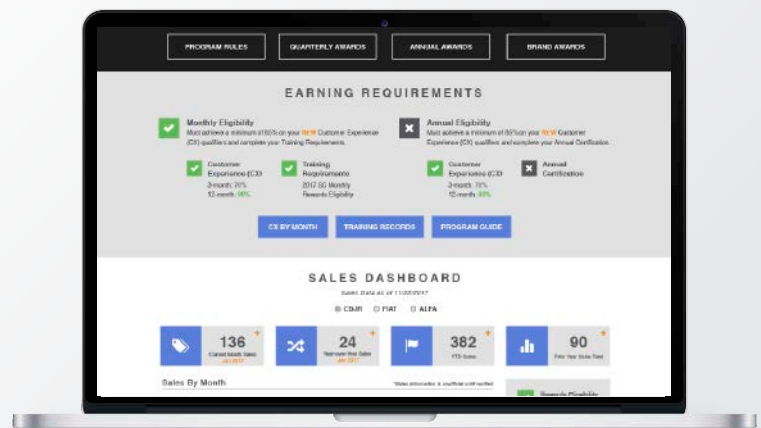
$$58 \div 61 = .95 \times 100 = 95\% \checkmark$$

TOTAL 9 OR 10 SCORES      TOTAL SURVEYS RECEIVED

You'll be able to track your Customer Experience qualifier on your Rewarding Excellence dashboard.  
*See page 3 for more details.*

## HAVE MORE QUESTIONS?

Log on to [RewardingExcellence.com](http://RewardingExcellence.com) > Rewarding Excellence and review the Customer Experience Qualifier FAQs.

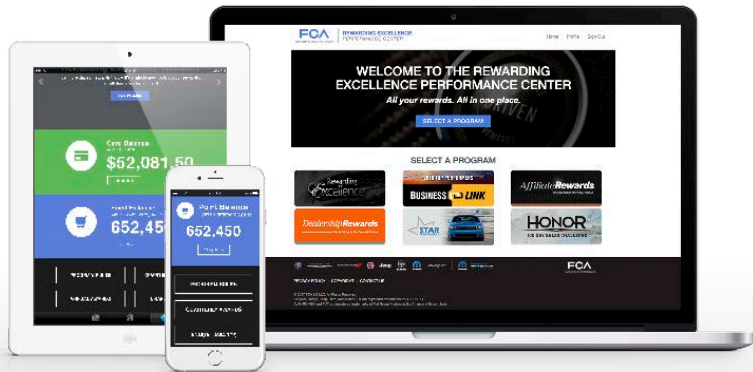


# STAY ON TRACK ALL YEAR LONG!

The Rewarding Excellence website has the tools you need to keep your eye on the prize in 2017! Progress and rules are updated daily, so make it a habit to check the site often.

- 1 Program Updates and Rules:** Get important program news and review the official rules for all your Rewarding Excellence programs.
- 2 Sales Dashboard:** See your sales for the current month, check your rewards eligibility—including if you've met the **NEW** Customer Experience qualifier—and verify your training status. Click on another month in the graph to view a previous month's sales data, and get more details by clicking the orange plus sign in the corner of each box.
- 3 Quarterly, Brand and Annual Awards:** Use these dashboards to make sure you're on track for points and cash.

From your home page, you can also access reports, play games and shop the Rewarding Excellence Awards Catalog.



## LOG ON VIA THE REWARDING EXCELLENCE PERFORMANCE CENTER:

- » Go to [RewardingExcellence.com](http://RewardingExcellence.com).
- » Log in using your SID/TID and password.
- » Click on the Rewarding Excellence icon under "Select a Program."

2

1

3

3

3

# QUARTERLY AWARDS

## DIRECTOR'S AWARD AND BADGE BOOSTERS

Training Requirement: Incentive Eligible | Customer Experience Score: 85% or higher

Score cash for your quarterly sales! But that's not all—with Badge Boosters, you can earn even more on top of the Director's Award when you sell more than 30 vehicles per quarter.

DIRECTOR'S AWARD / \$500 for selling 30 vehicles within a quarter



### BADGE BOOSTERS



**SINGLE BOOSTER**  
Get a **\$200** boost (**\$700 total**)  
for selling 40–49 vehicles  
within a quarter

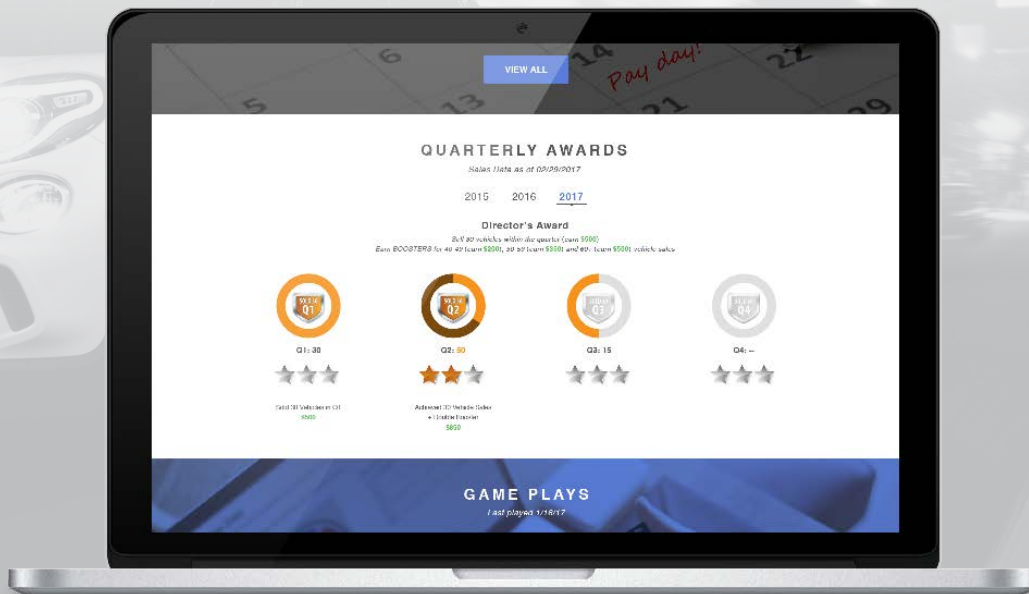


**DOUBLE BOOSTER**  
Get a **\$350** boost (**\$850 total**)  
for selling 50–59 vehicles  
within a quarter



**TRIPLE BOOSTER**  
Get a **\$500** boost (**\$1,000 total**)  
for selling 60+ vehicles  
within a quarter

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



## BRAND BADGES

*Training Requirement: Monthly Rewards Eligible | Customer Experience Score: 85% or higher*

Earn **100,000 points** for every 25 sales of each individual brand (Chrysler, Dodge, Jeep®, Ram and FIAT®)—**up to 400,000 points for each brand!**



**PROFESSIONAL** | 25–49 Sales  
**100,000 Points**  
for selling 25 vehicles of a single brand



**MASTER** | 50–74 Sales  
**100,000 Points**  
for selling an additional 25 vehicles  
of a single brand (50 total)



**ELITE** | 75–99 Sales  
**100,000 Points**  
for selling an additional 25 vehicles  
of a single brand (75 total)



**V.P. CENTURY CLUB** | 100+ Sales  
**100,000 Points**  
for selling an additional 25 vehicles  
of a single brand (100 total)

## BUSINESS BUILDER BADGES

Get **100,000 points** for every 25 B & E sales you achieve—**up to 400,000 total points!**



**PROFESSIONAL** | 25–49 Sales  
**100,000 Points**  
for first 25 B & E sales



**MASTER** | 50–74 Sales  
**100,000 Points**  
for next 25 B & E sales  
(50 total)



**ELITE** | 75–99 Sales  
**100,000 Points**  
for next 25 B & E sales  
(75 total)



**V.P. CENTURY CLUB** | 100+ Sales  
**100,000 Points**  
for next 25 B & E sales  
(100 total)

*Images for Brand Badges and Business Builder Badges will appear as soon as they are earned; points will be issued 30 days later to allow time for validation.*

## ANNUAL TOP 100 SALES PERFORMERS

Training Requirement: *Annual Certification* | Customer Experience Score: 85% or higher

Earn points at year-end when you finish among the top 100 U.S. Sales Consultants for individual brand sales or for B & E sales!



**TOP 100 CHRYSLER SALES**  
**200,000 Points**  
 Awarded to the Top 100 Chrysler Sales Consultants



**TOP 100 DODGE SALES**  
**200,000 Points**  
 Awarded to the Top 100 Dodge Sales Consultants



**TOP 100 FIAT SALES**  
**200,000 Points**  
 Awarded to the Top 100 FIAT Sales Consultants



**TOP 100 JEEP SALES**  
**200,000 Points**  
 Awarded to the Top 100 Jeep Sales Consultants



**TOP 100 RAM SALES**  
**200,000 Points**  
 Awarded to the Top 100 Ram Sales Consultants



**TOP 100 BUSINESS BUILDER SALES**  
**200,000 Points**  
 Awarded to the Top 100 Business Builder Sales Consultants

To allow time for yearly sales to be validated, Annual Top 100 Brand Sales Performer Badges will appear and payment will be issued in February 2018.

**BRAND AWARDS**  
 Sales Consultants earn badges and 200,000 points based on incremental sales of all vehicles for each brand.

	2015	2016	2017
<b>Top 100 Annual Sales Rank</b> 100,000 Points	[2015 Top 100]	[2016 Top 100]	[2017 Top 100]
<b>VLT Century Club</b> 100 Sales 100,000 Points	[2015 VLT]	[2016 VLT]	[2017 VLT]
<b>Elite</b> 75 Sales 75,000 Points	[2015 Elite]	[2016 Elite]	[2017 Elite]
<b>Master</b> 50 Sales 50,000 Points	[2015 Master]	[2016 Master]	[2017 Master]
<b>Professional</b> 25 Sales 25,000 Points	[2015 Professional]	[2016 Professional]	[2017 Professional]
<b>Chrysler</b> Rank: 41 Rank: 361			
<b>Dodge</b> Rank: 88 Rank: 190			
<b>Jeep</b> Rank: 104 Rank: 110			
<b>Ram</b> Rank: 05 Rank: 211			
<b>FIAT</b> Rank: 80 Rank: 174			
<b>Business Builder</b> Rank: 111 Rank: 20			

Brand Award Points Earned: **800,000** [SHOP NOW](#)

# ANNUAL AWARDS

## ANNUAL BADGES

Training Requirement: *Annual Certification* | Customer Experience Score: 85% or higher

Meet the requirements for these year-end Badges and put more cash in your pocket!



### TOP 100 CDJR V.P. AWARD \$1,500

Awarded to the year's top 100 U.S. Sales Consultants for CDJR sales



### TOP 10 FIAT V.P. AWARD \$1,500

Awarded to the year's top 10 U.S. Sales Consultants for FIAT sales



### TOP 100 AFFILIATE REWARDS AWARD \$500

Awarded to the year's top 100 U.S. Sales Consultants for Affiliate Rewards sales

## SALES PERFORMANCE AND CUSTOMER TREATMENT AWARDS



### PROFESSIONAL

**\$30 per vehicle sold**  
with a 9 or 10 CX score\*

Awarded to Sales Consultants with annual sales of 72–119 vehicles



### MASTER

**\$40 per vehicle sold**  
with a 9 or 10 CX score\*

Awarded to Sales Consultants with annual sales of 120–199 vehicles



### ELITE

**\$50 per vehicle sold**  
with a 9 or 10 CX score\*

Awarded to Sales Consultants with annual sales of 200+ vehicles

\*CX=Customer Experience. The 9 or 10 CX score applies to the score earned by the Sales Consultant.

## ANNUAL BUSINESS CENTER RANKING

Become one of the top-ranking Sales Consultants in your Business Center and score more cash awards!



### TOP 100 CDJR DIRECTOR'S AWARD \$2,000

Finish the year among the top 100 Sales Consultants for CDJR sales in your Business Center



### TOP 10 FIAT DIRECTOR'S AWARD \$2,000

Finish the year among the top 10 Sales Consultants for FIAT sales in your Business Center

To allow time for yearly sales to be validated, Annual Badge images will appear and payment will be issued in February 2018.

# GET ON BOARD WITH AWARDS!



## CHOOSE THE AWARDS YOU WANT WITH JUST A CLICK OF YOUR MOUSE...

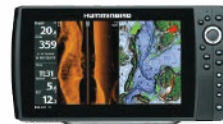
Use your points to shop from home! In the Rewarding Excellence Awards Catalog, you'll find more than 10,000 of the hottest goods and gear, from the latest electronics to awesome golf equipment. Plus, take advantage of these great catalog options:

- » **Wish List.** Add your favorite items and track how close you are to redeeming for them throughout the year.
- » **Travel by Design.** Get custom travel planning for your next vacation or staycation.
- » **Event Tickets.** Sing along with your favorite band or cheer on your favorite team in person!
- » **Concierge Service.** Looking for something that isn't in the catalog? A customer service representative can help you find it. (You must have a minimum of 460,000 points to use this service.)



## ...OR A SWIPE OF YOUR CARD.

Cash awards are loaded to Rewarding Excellence Visa® Prepaid Card, which you can use anywhere Visa is accepted!



# GO MOBILE!

You can access the site from your smartphone, tablet or other mobile device. Be sure to add [RewardingExcellence.com](http://RewardingExcellence.com) to your phone's home screen for easy access! To add it, open the site in your browser and follow these steps:



If you have an iPhone: Tap the **arrow icon**, select **"Add to Home Screen"** and tap **"Add"** in the top right of the screen.



If you have an Android phone: Tap the **menu icon** in the top right of the screen and select **"Add to Home Screen."**





# 2017 CARD PAYMENT SCHEDULE

## JANUARY (JAN 4–31)

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				

## FEBRUARY (FEB 1–28)

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				

## 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 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
<sup>23/</sup> <sub>30</sub>	24	25	26	27	28	29

## MAY (MAY 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			

## 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 1–31)

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
<sup>23/</sup> <sub>30</sub>	<sup>24/</sup> <sub>31</sub>	25	26	27	28	29

## AUGUST (AUG 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		

## SEPTEMBER (SEP 1–OCT 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

## OCTOBER (OCT 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				

## 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
<sup>24/</sup> <sub>31</sub>	25	26	27	28	29	30

## QUESTIONS? CONTACT US.

888-887-6192

[Questions@RewardingExcellenceCard.com](mailto:Questions@RewardingExcellenceCard.com)

Monday through Friday, 9 a.m. – 9 p.m. ET

[RewardingExcellence.com](http://RewardingExcellence.com)

