

# 2017 PROGRAM GUIDE

SALES MANAGERS

## SPEED UP 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 Monthly, Quarterly 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!**

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## 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, including Manager overrides, VGP payments, and quarterly and annual Manager payouts.

To meet this qualifier, you'll need to encourage your Sales Consultants 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 Monthly, Quarterly 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:  
Total # of 9 or 10 Sales Consultant Scores / Total # of Surveys Received x 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

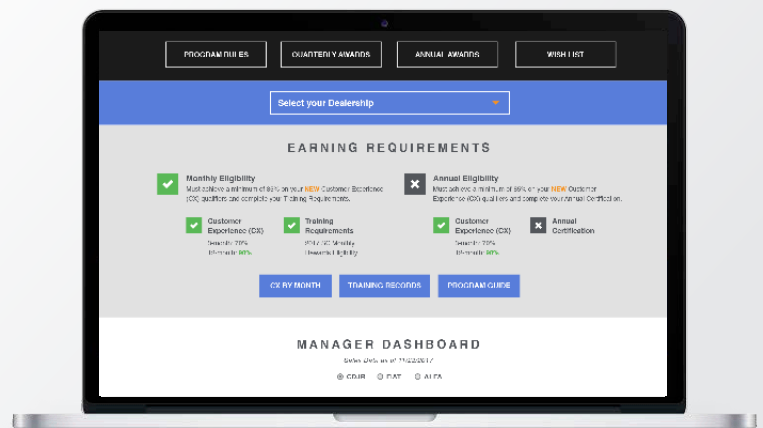
$$\frac{58}{61} = .95 \times 100 = 95\%$$

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.*

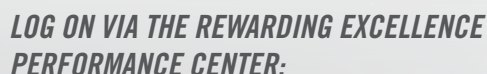
## HAVE MORE QUESTIONS?

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

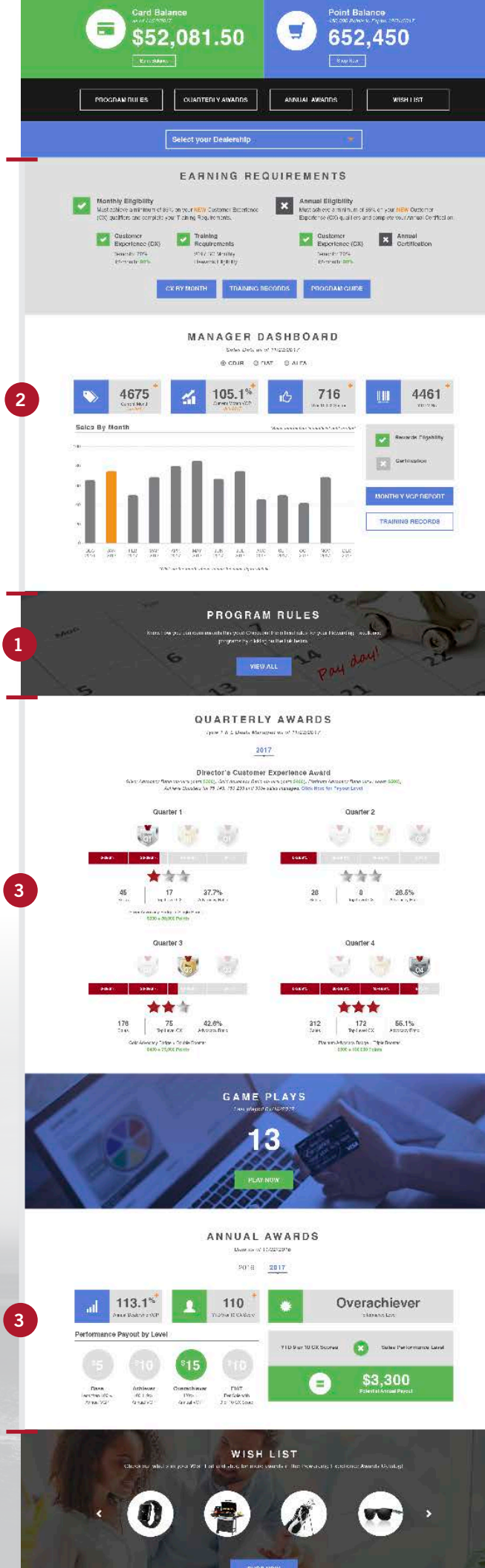


The Rewarding Excellence website has the tools you need to keep your eye on the prize in 2017! Progress and rules are updated daily, so make it a habit to check the site often.

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



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





# QUARTERLY AWARDS / DIRECTOR'S CUSTOMER EXPERIENCE AWARD

**Training Requirement:** Sales Manager Monthly Rewards Eligibility | Customer Experience Score: 85% or higher

**Get cash each quarter!** With this award, you can earn the Silver, Gold or Platinum Level Badge based on your Advocacy Ratio, or the 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, B & E sales managed. Your awards get bigger the higher you go!

**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 awards a boost when you power up your vehicle sales management performance!** Badge Boosters come with points to redeem in the Rewarding Excellence Awards Catalog, but how much you earn is up to you—it's based on the level of Director's Customer Experience Badge and the number of Type 1, L, B & E sales you achieve.

**Example #1** | In Q2, Sales Manager A had:

- » **153** Sales Managed
- » **131** Surveys Returned
- » **120** Surveys with 9 or 10 Scores

**Met Customer Experience Qualifier**

**120 Surveys with 9 or 10 Scores ÷ 131 Surveys Returned**  
**= 92% Overall CX Score**

**Achieved Platinum Level Director's Customer Experience Badge + Double Booster**

**120 Surveys with 9 or 10 Scores ÷ 153 Sales Managed**  
**= 78% Advocacy Ratio**

**Total Awards:** \$500 + 75,000 points

## QUALIFIED CX SURVEY RETURNS

*CX=Customer Experience*

CX Surveys 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.

**Example #2** | In Q2, Sales Manager B had:

- » **41** Sales Managed
- » **17** Surveys Returned
- » **15** Surveys with 9 or 10 Scores

**Met Customer Experience Qualifier**

**15 Surveys with 9 or 10 Scores ÷ 17 Surveys Returned**  
**= 88% Overall CX Score**

**Achieved Silver Level Director's Customer Experience Badge**

**15 Surveys with 9 or 10 Scores ÷ 41 Sales Managed**  
**= 37% Advocacy Ratio**

**Total Awards:** \$300



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, B & E sales managed.

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

## MONTHLY AWARDS

**Training Requirement:** Sales Manager Monthly Rewards Eligibility | Customer Experience Score: 85% or higher

**Focus on VGP for the chance to earn cash rewards each month!**

Check your Business Center's Monthly Rules to see what programs you can earn in.

## ANNUAL AWARDS

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

**End the year with some extra cash!** With the **2017 Annual Manager's Sales Performance and Customer Treatment Rewards Program**, you can earn if you keep your Sales Team focused on customer service excellence on all sales between January 4, 2017, and January 2, 2018—you'll earn a bonus payout for each Advocate Survey with a 9 or 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 VGP percentage that their Dealership achieves.

### **CERTIFIED FIAT SALES MANAGERS**

will receive a \$10 payment per qualified CX survey (9 or 10 score) for the sales they managed.

ANNUAL PROGRAM	BASE	ACHIEVER	OVERACHIEVER	FIAT
ANNUAL VGP	<100%	100–119%	120%+	per sale managed with 9 or 10 score
AWARD PAYOUT	\$5 per Advocate Survey	\$10 per Advocate Survey	\$15 per Advocate Survey	\$10 per Advocate Survey

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

# GET ON BOARD WITH AWARDS!

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## 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 your 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

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## 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
23/30	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
23/30	24/31	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
24/31	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)



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