



PROGRAM RULES BULLETIN
2016 COUNCIL OF SALES EXCELLENCE
SALES CONSULTANTS

Issue Date: January 5, 2016

NAME	2016 Acura Council of Sales Excellence (COSE)
DATES	January 5, 2016–January 2, 2017
BACKGROUND	• This program recognizes top-performing Sales Consultants in the areas of sales, client satisfaction (Sales & Delivery score), and training. • Dealerships in Texas and Louisiana must opt in annually to participate in the COSE program. This ensures that top-performing Sales Consultants at these dealerships are eligible for COSE program awards by satisfying state statutes and permitting direct payment of incentive awards from American Honda Motor Co., Inc., to these dealership employees.
SCOPE	Eligible Sales Consultants must achieve all program criteria listed below and in Appendix A to earn COSE membership for 2016.
ELIGIBLE JOB CODES	• SASA (Retail Sales Consultant) • SISC (Internet Sales Consultant)
INELIGIBLE JOB CODES	All job codes not listed under “Eligible Job Codes” above



AWARD QUALIFICATIONS

To earn COSE membership, Sales Consultants must meet all sales, client satisfaction (Sales & Delivery score), and training requirements. (See Appendix A for more information.) In addition, a Sales Consultant must:

- Be employed at a participating dealership as an SASA or SISC, and be entered into the Dealership Personnel Training System (DPTS) with one of those job codes by September 30, 2016.
- Remain an employee of a participating Acura dealership until all award elements (e.g., banquet, recognition awards, award trip) are completed.

Note: If a Sales Consultant transfers to another Acura dealership after year-end, but prior to disbursement of his or her award dollars, he or she will receive the award dollars, but will not be eligible for any dealer-matched funds.

ADDITIONAL DETAILS

American Honda Motor Co., Inc., reserves the right to modify, amend, cancel, or revoke, in whole or in part, this offer at any time without prior notice.

In all matters pertaining to the interpretation and application of any rule or phase of the program, the decision of American Honda Motor Co., Inc., will be final.

Awards cannot be transferred or exchanged.

For questions regarding the 2016 COSE program, a Sales Consultant should contact his or her Sales Manager or Program Headquarters at AcuraCOSE@ProgramHQ.com or at 1-866-446-0380.

AUDIT

American Honda Motor Co., Inc., reserves the right to inspect dealership records during normal business hours and to question and/or disqualify any sale made or information reported that is not in accordance with program rules or the policies of American Honda Motor Co., Inc.

At the conclusion of the 2016 COSE program, representatives from the zone office may need to review dealership sales records for accuracy and validity. Such a review is not an audit and does not preclude an audit at a later date. Failure to submit dealer sales records to American Honda Motor Co., Inc., may result in disqualification from this program.



TAX LIABILITY

Awards received by Sales Consultants in the 2016 COSE program may be subject to federal, state, and/or local tax. Award winners should consult their tax advisers to determine their tax responsibility. Neither American Honda Motor Co., Inc., nor Acura dealerships assume any such responsibility. Awards are considered taxable in the year they are received.

Note: Award dollars are taxed for the year in which they are deposited, regardless of when they are redeemed. American Honda Motor Co., Inc., will mail appropriate 1099 forms to award winners at their tax addresses on file in January 2018 for 2016 program awards distributed in calendar year 2017.

COSE PROGRAM WEBSITE

The COSE website offers the following:

- The Sales Consultant's volume group, Silver, Gold, and Platinum level objectives, and 2015 membership level
- High-level view of the Sales Consultant's sales, client satisfaction (Sales & Delivery score), and training status (updated daily)
- Resources that include directions on where to locate detailed reports on the INTERACTIVE NETWORK (iN)
- FAQs

COSE PROGRAM REPORTS ON THE iN

- Reports are updated daily. (Month-end and year-end results are delayed due to Client Purchase Experience (CPE) Survey processing.)
- To review details regarding his or her current performance data, a Sales Consultant must sign in to the iN and navigate the following path:
 1. **The Sales Portal**
 2. **Stats Box** (upper left)
 3. **COSE Status/Reports**
 4. **Sales Consultant Performance Summary**

COSE PROGRAM CONTACT INFORMATION

For questions about the COSE program, a Sales Consultant should:

- Email AcuraCOSE@ProgramHQ.com.
- Call 1-866-446-0380 (toll-free) between 9 a.m. and 8 p.m. ET, Monday through Friday.
- Contact his or her Sales Manager.



APPENDIX A PROGRAM RULES

ELIGIBLE SALES

All retail sales of new vehicles and Acura Certified Pre-Owned Vehicles (ACPV) within the program period

INELIGIBLE SALES

- Dealer-owned demonstrators
- Rental vehicles
- Fleet sales
- Service vehicles
- Other sales (e.g. Non-certified pre-owned)

SALES PERFORMANCE

- COSE sales objectives for 2016 are posted on the [COSE website](#) and the Acura Sales Portal on the iN.
- Yearly sales objectives are set at the beginning of each program year by volume group and achievement level.
- Volume-group assignment is determined by a dealership's average annual new-vehicle sales (NVS) for 2014 and 2015.
 - Volume Group A: Dealerships with NVS of 500 units or more
 - Volume Group B: Dealerships with NVS of 499 or fewer units
 - In instances in which fewer than 24 months of sales history are available, American Honda Motor Co., Inc., will determine the volume group.
 - In instances in which a buy-sell or Open Point situation takes place within the program year, the dealership's Market Area Potential (MAP) determines the volume group.
- Year-end membership levels are determined by objective attainment (within the Sales Consultant's dealership volume group) through January 2, 2017.
- To qualify for COSE membership, the program requires that a Sales Consultant have year-to-date (YTD) sales credits (from January 5, 2016, through January 2, 2017) equal to or greater than the dealership's volume group Silver level objective. (Please refer to 2016 Acura COSE sales objectives on the Home page of the [COSE website](#) and on the iN.)



**SALES
PERFORMANCE
(continued)**

- A Sales Consultant receives one sales credit for each sale of an Acura new vehicle or an ACPV.
- Sales credits will not be given for ACPV unit sales that exceed the total number of new-vehicle unit sales. (See “Examples of Sales Credits Received” later in this appendix.)

**CUSTOMER SATISFACTION
(SALES & DELIVERY SCORE)**

- To qualify for COSE membership, a Sales Consultant must meet or exceed the established Sales & Delivery score national standard.
- A Sales Consultant who transfers to another Acura dealership must have a minimum of a three-month (October through December) Sales & Delivery score at his or her new dealership that meets or exceeds the established national standard. (The Sales & Delivery score does not carry over when a Sales Consultant transfers from one dealership to another.)
- The Sales & Delivery score is calculated based on the average of responses to six questions on the Client Purchase Experience (CPE) Survey:
 - Question 2 – I was greeted in a friendly and welcoming manner.
 - Question 3 – The sales associate clearly explained the purchase process and timeframe.
 - Question 4 – I felt the sales associate was honest and trustworthy.
 - Question 5 – The sales associate was clearly interested in building a long-term relationship with me.
 - Question 6 – The sales associate worked with me to make the experience as timely and efficient as possible.
 - Question 14 – The dealership followed-up within 3 business days to make sure I was satisfied with my purchase.
- The Sales & Delivery score is a YTD total based on responses from each qualified survey.

Note: Scores are tallied from the web-based surveys completed that month – regardless of the month in which the vehicle was sold or the Retail Delivery Registration (RDR) was completed.



TRAINING REQUIREMENTS

Sales Consultants must take and pass all **Current** web-based training courses (with a score of 100 percent) within 60 days of availability.

A Sales Consultant should complete all required training by the end of each program month, regardless of individual hire date. If training is not completed by month-end, the training attainment scores, reflected on the iN reports for the individual and overall dealership, will be affected.

BUY/SELL AND OPEN POINT EXCEPTIONS

- Exceptions will be made on a case-by-case basis per zone recommendation and AHM review.
- Sales Consultants must have three months of sales activity and three months of Sales & Delivery scores to be eligible for an exception.
- Zone management will review all buy/sell that occur during the program year.
- Buy/sells closing after September of the program year may affect COSE program results.

MEMBERSHIP LEVELS

Winners are determined based on the Sales Consultants' achieving all program criteria on their own merit, as follows:

- **Silver** – Meet the Silver level year-end sales volume objective, attain the Sales & Delivery score national standard, and complete all required training by year-end
- **Gold** – Meet the Gold level year-end sales volume objective, attain the Sales & Delivery score national standard, and complete all required training by year-end
- **Gold Master** – Achieve Gold level membership three times, including the current year, at the same Acura dealership without breaks in service (years do not have to be consecutive)
- **Platinum** – Meet the Platinum level year-end sales volume objective, attain the Sales & Delivery score national standard, and complete all required training by year-end



AWARDS AND RECOGNITION BY MEMBERSHIP LEVEL

Program awards match each Sales Consultant's level of achievement.

Silver Awards

- 375 base award dollars on an Acura Reward Card
- 1,000 Silver level business cards
- Personalized Silver level plaque
- Membership bonus opportunity¹
- Logoed apparel

Gold Awards

- 600 base award dollars on an Acura Reward Card
- 1,500 Gold level business cards
- Personalized Gold level plaque
- Membership bonus opportunity¹
- Logoed apparel
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity¹
- COSE national recognition banquet invitation for two, including a two-night hotel stay

Gold Master Awards

- 750 base award dollars on an Acura Reward Card
- 1,500 Gold Master level business cards
- Personalized Gold Master level plaque and/or year medallion
- Membership bonus opportunity¹
- Logoed apparel
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity¹
- COSE national recognition banquet invitation for two, including a two-night hotel stay

Platinum Awards

- 1,000 base award dollars on an Acura Reward Card
- 1,500 Platinum level business cards
- Personalized Platinum level plaque
- Membership bonus opportunity¹
- Logoed apparel
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity¹
- COSE national recognition banquet invitation for two including a two-night hotel stay
- Recognition trip for two



AWARDS AND RECOGNITION BY MEMBERSHIP LEVEL (continued)

Sales Consultants with a COSE membership ring may receive an additional diamond in one of the following ways:

- Attaining Gold Master status for the 4th to 11th time in 2016
- Attaining Platinum level status in 2016 after previously attaining Gold Master status for the 3rd to 10th time

TOP PERFORMERS

Note: This level of recognition award criteria has yet to be determined by AHM.

OTHER AWARDS AND BONUSES

Membership Bonus

The 2016 COSE program provides membership bonuses – in the form of award dollars on the Acura Reward Card – to Sales Consultants who earn membership multiple times.

The bonus begins at 20 percent of the base award in the second year of membership and builds by 10 percent each additional year, to a maximum of 200 percent. Once a Sales Consultant exceeds the 20th year of membership, he or she will continue to receive a membership bonus, but it will remain at 200 percent. (See “Examples of Membership Bonus” later in this appendix.)

Note: Terms and conditions of the membership bonus are subject to change.

¹ See “Other Awards and Bonuses” in this appendix for more details.



OTHER AWARDS AND BONUSES (continued)

Dealer-Match Component Funds

- If a Sales Consultant's dealership has agreed to match award dollars given in the COSE program, the matching award dollar amount is added to the award total.
- To receive matched award dollars, a Sales Consultant must be employed at a participating dealership at the end of the program and at the time he or she completes the award-order process.
- If a Sales Consultant transfers to another Acura dealership after year-end, but prior to disbursement of his or her Acura Reward Card award dollars, he or she will receive the award dollars funded by Acura, but will not be eligible for the dealer-match component funds.

Note: A dealership that has agreed to match award dollars given in the COSE program may choose to withdraw and not participate at any time. A dealership's participation status at the end of the program year determines whether Sales Consultants receive dealer-match component funds for that program year.

Silver On-Track Award

The Silver On-Track Award is a small gift given during the program year to Sales Consultants who have achieved their Silver level sales objectives (through November data) and are on target to earn Silver level membership by being current on training and meeting the Sales & Delivery score national standard.

Note: Receiving a Silver On-Track Award does not guarantee Silver level membership status at year-end. For a Sales Consultant to earn membership, his or her Sales & Delivery score at year-end must meet or exceed the national standard, and his or her training must be completed by January 5, 2017.

Acura Dealer Associate Lease Plan

The Acura Dealer Associate Lease Plan (ADALP) bonus opportunity provides a lease subsidy to Sales Consultants who have achieved either Gold, Gold Master, or Platinum status and have participated in the ADALP during 2016. Sales Consultants will each receive 50 award dollars for each month of participation, which will be deposited on their respective Acura Reward Card, in the first quarter of 2017.



EXAMPLES OF SALES CREDITS RECEIVED

Example 1

Sales Consultant A had 120 new-vehicle and 62 ACPV sales, for which he received the following year-end sales credits:

- 120 eligible new vehicles = 120 sales credits
- 62 ACPV = 62 sales credits
- Total: 182 sales credits

Example 2

Sales Consultant B had 50 new-vehicle and 75 ACPV sales, for which she received the following year-end sales credits:

- 50 eligible new vehicles = 50 sales credits
- 75 ACPV = 50 sales credits (ACPV credits cannot exceed new-vehicle credits)
- Total: 100 sales credits

EXAMPLES OF MEMBERSHIP BONUS

Program Year	Years of Membership	Status	Base Award Dollars	Membership Bonus Award Dollars	Total Award Dollars
2014	1	Silver	375	0	375
2015	2	Gold	600	20% of Base Award Dollars = 120	720
2016	3	Silver	375	30% of Base Award Dollars = 112.50	487.50