

**PROGRAM RULES BULLETIN**  
**2013 COUNCIL OF SALES EXCELLENCE**  
**SALES CONSULTANTS**

*Issue Date: January 3, 2013*

<b>NAME</b>	<b>2013 Acura Council of Sales Excellence (COSE)</b>
<b>DATES</b>	January 3, 2013–January 2, 2014
<b>BACKGROUND</b>	<ul style="list-style-type: none"><li>▪ This program recognizes top-performing Sales Consultants in the areas of Training, Sales, and Sales &amp; Delivery.</li><li>▪ Dealerships in Texas and Louisiana must opt in annually to participate in the Council of Sales Excellence (COSE) program. This will ensure that top-performing Sales Consultants at these dealerships are eligible for COSE program awards. It also satisfies state statutes and permits direct payment of incentive awards from American Honda Motor Co., Inc., to these dealership employees.</li></ul>
<b>SCOPE</b>	Eligible Sales Consultants (listed below) must achieve all criteria listed below and in Appendix A to earn COSE membership for 2013.
<b>ELIGIBLE JOB CODES</b>	<ul style="list-style-type: none"><li>▪ SASA (Retail Sales Consultant)</li><li>▪ SISC (Internet Sales Consultant)</li></ul>
<b>INELIGIBLE JOB CODES</b>	All job codes not listed under Eligible Job Codes above
<b>RULES STRUCTURE</b>	To earn membership in the COSE program, Sales Consultants must meet all Training, Sales, and Sales & Delivery requirements. (See Appendix A for more information.)
<b>AWARD QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>▪ Be employed at a dealership as an SASA or SISC, and be entered into the Dealership Personnel Training System (DPTS) by March 31, 2013</li><li>▪ Remain an employee of an Acura dealership until all award elements (e.g., banquet, recognition awards, award trip) are completed</li></ul>

**AWARD  
QUALIFICATIONS  
(continued)**

**Note:** 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 but will not be eligible for the dealer-match bonus.

**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 and without prior notice.

In all matters pertaining to 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 2013 COSE program, please contact your Sales Manager or Program Headquarters at 1-866-446-0380, or via email at [AcuraCOSE@ProgramHQ.com](mailto:AcuraCOSE@ProgramHQ.com).

**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.

At the conclusion of this program, representatives from your 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 2013 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 dealers 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 2015 for 2013 program awards distributed in calendar year 2014.

**SALES CONSULTANT VS.  
SALES MANAGER  
PROGRAM  
PARTICIPATION**

If an individual changes job codes midyear, the new job code will be automatically transferred to his or her COSE participation. The job code of record on January 2, 2014, will determine the program for which the participant receives credit.

Example: A Sales Consultant advances to a Sales Manager position during the 2013 program. As a result, he or she can participate under the Sales Manager program. The Sales Manager is eligible for any awards under that program when he or she meets the established Sales Manager training requirements, and his or her dealership receives a top-50 national performance point ranking by January 2, 2014.

**COSE PROGRAM  
WEBSITE**

The program website (**COSE.ProgramHQ.com**) offers the following:

- Your volume group, Silver and Gold level objectives, and 2012 membership level
- High-level view of your Training, Sales, and Sales & Delivery status (updated monthly)
- Resources that include directions on where to locate detailed reports on the INTERACTIVE NETWORK (iN)
- FAQs

**COSE ON THE  
SALES PORTAL**

- Reports are updated daily. (Month-end and year-end results are delayed due to Client Purchase Experience Survey processing.)
- To review program objectives and rules, and to keep current on COSE progress, a Sales Consultant must sign in to **www.in.acura.com** and navigate the following path:
  1. **The Sales Portal**
  2. **COSE Status/Reports** from the **Stats Box** that appears in the upper left of **The Sales Portal** page
  3. **Sales Consultant Performance Summary**

**COSE PROGRAM  
CONTACT  
INFORMATION**

For questions about the COSE program:

- Email [AcuraCOSE@ProgramHQ.com](mailto:AcuraCOSE@ProgramHQ.com).
- Call 1-866-446-0380 (toll-free) between 8:00 a.m. and 4:30 p.m. CT, Monday through Friday.
- Contact your Sales Manager.

## **APPENDIX A PROGRAM RULES**

<b>ELIGIBLE SALES</b>	All retail sales of new vehicles and Acura Certified Pre-Owned (CPO) vehicles within the program period
<b>INELIGIBLE SALES</b>	<ul style="list-style-type: none"><li>▪ Dealer-owned demonstrators</li><li>▪ Rental vehicles</li><li>▪ Fleet sales</li><li>▪ Service vehicles</li><li>▪ Other sales</li></ul>
<b>SALES PERFORMANCE</b>	<ul style="list-style-type: none"><li>▪ COSE sales objectives for 2013 are posted on the COSE program website at <b>COSE.ProgramHQ.com</b> and the Acura Sales Portal on the iN at <b>www.in.acura.com</b>.</li><li>▪ Yearly sales objectives are set at the beginning of each program year by volume group and achievement level.</li><li>▪ Volume groups are determined based on 2012 year-end new-vehicle sales (NVS) for your dealership.<ul style="list-style-type: none"><li>• Volume Group A: Dealerships with NVS of 500 units or more</li><li>• Volume Group B: Dealerships with NVS of 499 or less</li></ul>In instances where a full calendar year of sales is not available, due to a Buy/Sell or Open Point situation, the dealership's Market Area Potential (MAP) determines the volume group.</li><li>▪ Year-end membership levels are determined by objective attainment (within the Sales Consultant's dealer volume group) through January 2, 2014.</li><li>▪ To qualify for COSE membership, the program requires a Sales Consultant to have year-to-date (YTD) sales credits (from January 3, 2013, through January 2, 2014) equal to or greater than the dealership's volume group Silver level objective. (Please refer to 2013 Acura COSE Sales Objectives on the Home page of <b>COSE.ProgramHQ.com</b> and on the iN.)</li><li>▪ When a Sales Consultant sells either an Acura new vehicle or a CPO vehicle, the value is one credit per sale.</li><li>▪ The number CPO sales credits cannot exceed the total number of new-vehicle sales credits. (See Examples of Sales Credits Received later in this appendix.)</li></ul>

## **SALES & DELIVERY SCORE**

- To qualify for COSE membership, a Sales Consultant must have a June YTD Sales & Delivery score equal to or greater than his or her June YTD district average.
- A Sales Consultant who transfers to another Acura dealership must have a minimum of a three-month (April to June) Sales & Delivery score that is equal to or greater than the June YTD district average at her new dealership. (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 three questions on the Client Purchase Experience Survey:
  - Question 1 (Overall satisfaction with the salesperson)
  - Question 3 (Overall satisfaction with salesperson's product knowledge)
  - Question 16 (Overall satisfaction with delivery)

**Note:** Scores are tallied based on the web-based surveys completed that month – regardless of the month in which the vehicle is sold or the RDR is completed.

- The Sales & Delivery score is a June YTD total based on responses from each qualified survey. (See Example of Sales & Delivery Score Calculation on page 9.)

## **TRAINING REQUIREMENTS**

Sales Consultants will need to take and pass the following:

- **Acura Professional Selling Skills (APSS) Core** training (with a score of 80 percent or higher) within 60 days of dealership employment
- At least one **Professional Development** course
- All **Current** web-based training courses (with a score of 100 percent) within 30 days of availability

### **“Waived” Criteria**

If a Sales Consultant has taken all available online Professional Development courses in the prior program year, he or she will receive credit for professional development for 2013. (Class availability and course descriptions are available via the Online University, located on the Acura Sales Portal on the iN.) If a new online Professional Development course becomes available during the program year, Acura will revoke the waived status, and the Sales Consultant will need to complete the new Professional Development course to fulfill the 2013 requirement. The 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 training completion, are affected.

## **MEMBERSHIP LEVELS**

- **Silver** – Meet the Silver level year-end sales volume objective
- **Gold** – Meet the Gold level year-end sales volume objective
- **Gold Master** – Achieve Gold level three times, including the current year, at the same Acura dealership (years do not have to be consecutive)

## **AWARDS AND RECOGNITION BY MEMBERSHIP LEVEL**

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

### **Silver Awards**

- 375 base award dollars on Acura Reward Card
- 1,000 Silver level business cards
- Personalized Silver level plaque
- Membership bonus opportunity\*
- COSE-logoed apparel

### **Gold Awards**

- 600 base award dollars on Acura Reward Card
- 1,500 Gold level business cards
- Personalized Gold level plaque
- Membership bonus opportunity\*
- COSE-logoed apparel
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity\*
- COSE awards banquet invitation for two, including overnight hotel stay

### **Gold Master Awards**

- 750 base award dollars on Acura Reward Card
- 1,500 Gold Master level business cards
- Personalized Gold Master level plaque, redesigned for 2013, with year plate
- Membership bonus opportunity\*
- COSE-logoed apparel
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity\*
- COSE awards banquet invitation for two, including overnight hotel stay

Starting with the 2013 COSE program, Sales Consultants will no longer receive membership rings when they are COSE Gold Master members for three years. However, diamond additions for years 4–11 will still be available to those Sales Consultants who currently have membership rings and attain Gold Master status in 2013 and future program years.

\*See Other Awards and Bonuses in this appendix for more details.

## **TOP PERFORMERS**

### **Top Sales Volume**

- Recognition is given to the 2013 COSE Gold or Gold Master member (with job code SASA only) achieving the top sales volume in each volume group within each zone (confirmed via zone audit).
- Top sales volume is based on total sales credits received, which include those received for new-vehicle and CPO vehicle sales.
- Winners receive awards recognizing their achievements.

### **Top Sales & Delivery Score**

- Recognition is given to the 2013 COSE Gold or Gold Master member (with job code SASA only) attaining the highest Sales & Delivery score in each volume group within each zone (confirmed via zone audit).
- Winners receive awards recognizing their achievements.

## **OTHER AWARDS AND BONUSES**

### **Top 50**

New for 2013, this level of recognition honors COSE members who rank among the top 50 in combined new-vehicle and CPO vehicle sales credits in the nation, regardless of zone or volume group. The top 50 receive invitations to a special business-oriented recognition trip and have their elite status noted on their business cards.

### **Membership Bonus**

The 2013 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. (See Example of Membership Bonus later in this appendix.) Beginning in 2013, 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.

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

### **Acura Dealer Associate Lease Plan**

- A Sales Consultant must attain either Gold or Gold Master status and participate in the Acura Dealer Associate Lease Plan, or ADALP, during the COSE program year.
- ADALP provides a lease subsidy to qualified Acura dealership employees who lease Acura vehicles.

**OTHER AWARDS  
AND BONUSES  
(continued)**

- A Sales Consultant will receive 50 award dollars on his or her Acura Reward Card for each month of participation in the ADALP during the COSE program year.
- The ADALP bonus is deposited to a Sales Consultant's Acura Reward Card in the first quarter of the following participation year.

**Dealer-Match 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 time he or she completes the 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-matched bonus.

**Note:** A dealership that has agreed to match award dollars given in the COSE program may choose to withdraw at any time and not participate in the Dealer Match program.

**Silver On-Track Awards**

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 having Sales & Delivery scores above their district averages.

**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 exceed the district average, and his or her training must be completed.

**EXAMPLES OF  
SALES CREDITS  
RECEIVED**

**Example #1**

Sales Consultant A had 160 new-vehicle sales and 62 CPO vehicle sales, for which he or she received the following year-end sales credits:

- 160 eligible new vehicles = 160 sales credits
- 62 CPO vehicles = 62 sales credits
- Total sales credits: 222



**EXAMPLES OF  
SALES CREDITS  
RECEIVED  
(continued)**

**Example #2**

Sales Consultant B had 50 new-vehicle sales and 120 CPO vehicle sales, for which he or she received the following year-end sales credits:

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

**EXAMPLE  
OF SALES &  
DELIVERY SCORE  
CALCULATION**

Sales Consultant A has the following scores (ratings 1–10) on Questions 1, 3, and 16 from qualified Client Purchase Experience Surveys. Ratings are scored as follows:

- 10 = 100 points
- 9 = 90 points
- 8 = 80 points
- 7 = 70 points
- 6 = 60 points
- 5 = 50 points
- 4 = 40 points
- 3 = 0 points
- 2 = 0 points
- 1 = 0 points

	Client #1	Client #2	Client #3	Total Points
<b>Question 1</b>	10	8	10	280
<b>Question 3</b>	10	10	6	260
<b>Question 16</b>	10	10	7	<u>270</u>
				810
Sales Consultant A has 810 points ÷ 9 responses = Sales & Delivery score of 90.				

**EXAMPLE OF  
MEMBERSHIP  
BONUS**

*Bonus in early years of membership.*

Program Year	Years of Membership	Status	Base Award Dollars	Membership Bonus Award Dollars	Total Award Dollars
2010	1	Silver	375	0	375
2012	2	Gold	600	20% of Base Award Dollars = 120	720
2013	3	Silver	375	30% of Base Award Dollars = 112.50	487.50