



2013 SALES CONSULTANT GUIDE





Acura is challenging itself and its dealerships to elevate the brand in 2013. As an integral part of your dealership team, you, too, are called to raise your game. With compelling new products and strong marketing support, Acura is poised for an extraordinary year – and so are you.

In 2013, Acura will again recognize and reward Sales Consultants who achieve the highest level of performance through the Council of Sales Excellence (COSE) program. To help Acura redefine today's luxury market and elevate the brand, you will have to challenge yourself on a consistent basis to improve your skills, as well as learn new ones. In addition, you'll need to sharpen your focus on delivering an exceptional experience for every client and stay motivated to achieve your goals throughout the year.

Acura will evaluate your performance in three key facets of your role as a Sales Consultant: training, sales, and Sales & Delivery. These areas of performance are crucial to attracting and retaining clients who will be loyal to Acura, your dealership, and you. Excel in each, and you will receive the accolades you so richly deserve.

Remember, the mark of a true champion is doing things well not only occasionally; it's about achieving lasting greatness. The 2013 COSE program bestows membership on those individuals who strive for – and achieve – that next level of greatness.





What's New for 2013?

Acura continually strives to make the best things even better for its Sales Consultants. This year, several new components have been added to the COSE program that will support current Acura objectives and meet or surpass industry standards.



A Powerful Resource at Your Fingertips

The enhanced COSE program website serves as a one-stop shop, by providing the latest program-related information and a snapshot of performance data through the end of each month. Visit **COSE.ProgramHQ.com** to view program news, extensive FAQs, and a library of resources, to ensure you fully understand the program and the benefits COSE membership can bring you.

Update Your Profile

Your current email address is needed to keep you updated through various COSE program communications. To register or update the Profile page, go to **COSE.ProgramHQ.com**. By taking a few minutes to do this now, you'll ensure that you will receive important information about the 2013 COSE program that may affect your membership status or awards.

Changes to the 2013 program include:

- A recognition level and special business-oriented recognition trip for the top 50 Sales Consultants (based on total sales credits)
- An increase from one-half credit per sale to one credit per sale of an Acura Certified Pre-Owned (CPO) vehicle
- Removal of the five-year time constraint to attain the Gold Master membership level



- Elimination of the Bronze level and the Gold Master membership ring
- Modifications to the membership bonus calculation
- Addition of a requirement that the Sales & Delivery score criterion must be satisfied by **June 30, 2013**
- Redesign of the Gold Master plaque

Program Requirements

The benchmarks of performance – training, sales, and Sales & Delivery – in the COSE program help to define high-performing Sales Consultants who will advance Acura's position in an extremely competitive luxury automobile market and their own careers. If you excel in these areas, Acura will acknowledge you as one of the top Sales Consultants in the country.

Training

Training offers you the opportunity to gain key knowledge and professional skills that elevate your performance from ordinary to exceptional. As such, the 2013 COSE program requires that you complete all training in the following categories:

- Acura Professional Selling Skills Core training
- Current web-based training
- Professional Development

Acura provides first-rate training opportunities to develop your skills as a Sales Consultant. To find these opportunities, review the Learn section on the Acura Sales Portal on the INTERACTIVE NETWORK (iN) at **www.acura.in.com**.

Sales

You are Acura – the face of the brand in the marketplace. When you create the ultimate retail buying experience, you're applying product knowledge and exceeding clients' expectations. These skills can help you meet or exceed your assigned sales objective – based on your dealership's national volume ranking at the end of the 2012 calendar year – and help you qualify for COSE membership.

Sales credits are awarded as follows:

- Acura new-vehicle sale = 1 sales credit
- Acura CPO vehicle sale = 1 sales credit

Note: The total number of sales credits received for CPO sales may not exceed the total number of sales credits received for Acura new-vehicle sales.

Go to **COSE.ProgramHQ.com**, and log in to view your dealership's assigned volume group and the membership level objectives for that group on the Home page.

Sales & Delivery

You can elevate client satisfaction and strengthen Acura owner loyalty by keeping your clients at the forefront of everything you do. In an effort to better support dealership client retention and engagement, Acura will be changing the current Client Purchase Experience (CPE) Survey beginning midyear 2013. Due to this change, Sales Consultant CPE scores from January through June 2013 only will be used. Therefore, Sales Consultants will be required to meet or exceed their respective year-to-date district average Sales & Delivery scores by **June 30, 2013**. Those score will then remain static through the end of the year.

For more information about the scoring calculations, go to **COSE.ProgramHQ.com** to review the Sales Consultant Program Rules Bulletin in the Library section. You can also view the information in the FAQs on the COSE website.

Membership Levels

The competitive spirit that drives Acura to be the very best is mirrored by its Sales Consultants. Many will compete, but only those who fulfill the training requirements, meet the sales volume objective, and attain the required Sales & Delivery score will achieve COSE membership.

Your COSE membership level is determined according to the following criteria:

Silver – Meet the Silver level year-end sales volume objective

Gold – Reach 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)

In 2013, Acura has eliminated the Bronze level from the COSE program. As a result, Acura will reward only those Sales Consultants who meet or exceed the requirements for Silver, Gold, and Gold Master membership.

Awards

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 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.

Special Recognition

With a timeless practice of honoring top performers, the 2013 COSE program will provide additional recognition for special achievement in the program.

Top 50

This new level of recognition honors COSE members who rank as one of the top 50 in combined new-vehicle and CPO sales credits nationwide, regardless of zone or volume group. Out of more than 2,300 Sales Consultants, this elite group will be rewarded for going above and beyond by significantly surpassing sales objectives. For performing at the highest level, the Top 50 will receive invitations to a special business-oriented recognition trip and will have their elite status noted on their business cards.



Top Zone Performance

Top-performing Sales Consultants are critical to the success of the Acura brand. To honor the best of the best COSE members in each zone, Acura provides top-performer recognition in two key areas:

Top Sales Volume – Based on total sales credits received, the top Gold or Gold Master member in each volume group per zone will receive a richly deserved award and special recognition at his or her zone awards banquet.

Top Sales & Delivery Score – Each Gold or Gold Master member who achieves the highest Sales & Delivery score through June 30 in each volume group in the zone will be recognized and receive a top-performer award at his or her zone awards banquet.

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 dollars in the second year of membership and builds by 10 percent each additional year, to a maximum of 200 percent. 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.

Acura Dealer Associate Lease Plan Bonus

The Acura Dealer Associate Lease Plan (ADALP) bonus provides a lease subsidy to Sales Consultants who have achieved the elite status of either Gold or Gold Master and participate in the ADALP in 2013. Sales Consultants will each receive 50 award dollars for each month of participation, which will be deposited on their respective Acura Reward Cards in the first quarter of 2014.

For complete details regarding special recognition opportunities, log in to **COSE.ProgramHQ.com**, and review the Sales Consultant Program Rules Bulletin in the Library section, or browse the FAQs.

For 2013 COSE program information:

- Visit the COSE website at **COSE.ProgramHQ.com**.
- Go to the Acura Sales Portal on the iN at **www.in.acura.com**.
- Call Program Headquarters at 1-866-446-0380 between 8:00 a.m. and 4:30 p.m. CT, Monday through Friday.
- Email AcuraCOSE@ProgramHQ.com.
- Contact your Sales Manager.

