



COUNCIL OF SALES LEADERSHIP

2013 SALES CONSULTANT GUIDE



Continuing its long-standing tradition of collaboration with dealerships and their sales professionals, Honda will again recognize and reward Sales Consultants who achieve the highest level of performance in 2013. For you to attain this extraordinary measure of success, you will have to challenge yourself by improving your skills and learning new ones on a consistent basis. In addition, you'll need to stay focused on your customers and motivated to achieve your goals throughout the year.

The 2013 Council of Sales Leadership (COSL) program is designed to help you do just that. Honda will evaluate your performance in three key aspects of your role as a Sales Consultant: training, sales, and Sales & Delivery. These areas of performance are crucial to attracting and retaining customers who will be loyal to Honda, your dealership, and you. Excel in each, and you will receive the accolades you deserve.

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

Challenge yourself to be part of this elite group!



What's New in 2013?

Honda product lines continue to evolve with cutting-edge enhancements to accommodate market and customer demands. The COSL program for Honda Sales Consultants does this as well. The forward-thinking changes implemented into the 2013 program align with current Honda objectives and meet or surpass industry standards.

Changes to the 2013 program include:

- A recognition level and special business-oriented recognition trip for the top 100 Sales Consultants (based on total sales credits)
- An increase from one-half credit per sale to one credit per sale of a Honda Certified Used Car (HCUC)
- 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
- Redesign of the Gold Master plaque

Update Your Profile

Your current email address is needed to keep you updated through various COSL program communications. Go to **COSL.ProgramHQ.com** to register or update the Profile page. By taking the time to do this now, you'll be able to receive important information about the 2013 COSL program that may affect your membership status or awards.

A Powerful Resource at Your Fingertips

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



Program Requirements

The standards for performance established for the 2013 COSL program define the high-performing Sales Consultants who will advance the Honda brand – as well as their own careers – this year. If you excel in training, sales, and Sales & Delivery, Honda will acknowledge you as one of the top Sales Consultants in the country.

Training

The secrets to sales success are product knowledge and professional skills. As such, the COSL program requires that you complete all training in the following categories:

- Core Training – Honda Professional Selling Skills
- Current Training – Honda Product Knowledge
- Professional Development

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

Sales

The mark of a true sales professional is the ability to apply product knowledge and exceed customers' expectations. These skills can help you meet or surpass 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 COSL membership.

Sales credits are awarded as follows:

- Honda new-vehicle sale = 1 sales credit
- HCUC sale = 1 sales credit



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

Go to COSL.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

By keeping your customers at the forefront of everything you do, you can elevate customer satisfaction and strengthen Honda owner loyalty. To qualify for COSL membership, you are required to meet or exceed your district's cumulative year-to-date average Sales & Delivery score through December 2013. Honda calculates your score based on an average of your customers' responses to two questions from the Sales Satisfaction Telephone Survey.

For more information about the scoring calculations, log in to COSL.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 COSL website.



Membership Levels

Honda recognizes Sales Consultants who exemplify leadership and commitment to the Honda brand. To attain one of the three membership levels, you will need to fulfill the training requirements, meet the sales volume objective, and surpass the required Sales & Delivery score.

Your COSL 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 Honda dealership (years do not have to be consecutive)

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

COUNCIL OF SALES
LEADERSHIP



Awards

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

Silver Awards

- 300 base award dollars on Honda Reward Card
- 1,000 Silver level business cards
- Personalized Silver level plaque
- Membership bonus opportunity
- COSL-logoed apparel

Gold Awards

- 600 base award dollars on Honda Reward Card
- 1,500 Gold level business cards
- Personalized Gold level plaque
- Membership bonus opportunity
- COSL-logoed apparel
- COSL awards banquet invitation for two, including overnight hotel stay

Gold Master Awards

- 750 base award dollars on Honda Reward Card
- 1,500 Gold Master level business cards
- Personalized Gold Master level plaque with year plate
- Membership bonus opportunity
- COSL-logoed apparel
- COSL awards banquet invitation for two, including overnight hotel stay

Starting with the 2013 COSL program, Sales Consultants will no longer receive membership rings when they are COSL 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.



For complete award information, go to COSL.ProgramHQ.com to view the Sales Consultant Program Rules Bulletin in the Library section.

Special Recognition

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

Top 100

This new level of recognition honors COSL members who rank among the top 100 in combined new-vehicle and HCUC sales credits in the nation, regardless of zone or volume group. Out of more than 14,000 Sales Consultants, this elite group will be rewarded for going above and beyond to significantly surpass sales objectives. For performing at the highest level, the Top 100 will receive invitations to a special business-oriented recognition trip and will have their elite status noted on their business cards.

Top Zone Performance

To honor the very best COSL members in each zone, Honda 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 in each volume group in the zone will be recognized and receive a top-performer award at his or her zone awards banquet.

Milestone Awards

Sales Consultants who prove their professionalism by achieving COSL status on a consistent basis justly deserve special recognition. For reaching the following milestones (membership years do not have to be consecutive), each honored Sales Consultant will receive an exclusive award:

- Silver membership level or better for 20, 25, and 30 years
- Gold Master membership level for 15, 20, and 25 years

Membership Bonus

The 2013 COSL program provides membership bonuses – in the form of award dollars on the Honda 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.* 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.

*If a Sales Consultant received a bonus in excess of 200 percent prior to the 2013 COSL program, he or she will continue to receive that same bonus percentage for all future membership years.

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

COSL.ProgramHQ.com

For 2013 COSL program information:

- Visit the COSL website at COSL.ProgramHQ.com.
- Go to the Honda Sales Portal on the iN at www.in.honda.com.
- Call Program Headquarters at 1-866-446-0381 between 8:00 a.m. and 4:30 p.m. CT, Monday through Friday.
- Email HondaCOSL@ProgramHQ.com.
- Contact your Sales Manager.

