



COUNCIL OF SALES LEADERSHIP

2013 SALES MANAGER GUIDE



Continuing to uphold its long-standing tradition of collaborating with dealerships and their sales professionals, Honda will again recognize and reward top-performing Sales Managers and Sales Consultants in 2013. For you to achieve such a high level of success, you will have to challenge yourself and your Sales Consultants to continually improve skills and increase professional knowledge. Together, you need to stay focused on the customer and motivated to achieve your goals throughout the year.

To help you and your sales team members do just that, Honda provides the 2013 Council of Sales Leadership (COSL) program. It rewards and inspires, with the ultimate goals of attracting and keeping customers who will be loyal to Honda, your dealership, and you. By recognizing top Sales Consultants, the program also helps to retain the best sales professionals.

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

Challenge yourself and your team to be part of this elite group!



What's New in 2013?

Honda continues to evolve its product lines to accommodate market and customer wants and demands. The 2013 COSL program does this as well. The forward-thinking changes implemented into the program align with current Honda objectives and meet or surpass industry standards.

Honda has modified the 2013 program for Sales Managers by offering a single midyear award, which replaces the three quarterly On-Track Awards and provides more significant and valuable recognition.

In addition, several changes have been incorporated into the Sales Consultant portion of the program, including:

- 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
- Creation of a tracking poster for displaying current progress of your Sales Consultants toward achieving their COSL program objectives

Update Your Profile

Your current email address is needed to keep you updated through various COSL program communications. To register or update the Profile page, go to **COSL.ProgramHQ.com**. 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 status can bring you and your sales team members.



Recognizing the Best

The best always strive to get better. Honda is no exception. Honda's goal is to reaffirm its leadership and respond to the challenges of a highly competitive market in 2013.

The enhanced 2013 Civic and the all-new Accord have strengthened Honda's award-winning lineup. In addition, a winning strategy for creating lifelong advocates of the brand is in place. The key to Honda's successful sales year is having unrivaled dealership sales professionals – and leaders such as you – to represent the brand.

When you participate in the 2013 COSL program, you can develop and advance your professional skills and those of your team. By focusing on achieving the program goals, you will elevate the caliber of your staff and create a sales environment that is optimal for satisfying customers. In addition, when you excel in the program's criteria, become proficient in the professional knowledge your position demands, and lead your Sales Consultants to perform at their highest levels, you'll receive well-deserved recognition and awards as one of Honda's best Sales Managers.

COUNCIL OF SALES
LEADERSHIP



Sales Manager Program Objectives

The COSL program recognizes Sales Managers who exemplify leadership and best represent the Honda brand. To be eligible for program recognition, Sales Managers are required to meet the established training requirements by December 31, 2013, and work at a dealership that ranks in the top 150 across the nation, based on performance points earned in two areas:

- Achievement of the dealership's new-vehicle sales objective
- Team completion of Sales Consultant required training

New-Vehicle Sales Objective

A dealership earns monthly performance points when it meets or exceeds 80 percent of its monthly new-vehicle sales objective, as follows:

| Percentage of New-Vehicle Sales Objective Attained | Performance Points Earned |
|--|---------------------------|
| 120% and above | 70 |
| 115%–119.9% | 65 |
| 110%–114.9% | 60 |
| 105%–109.9% | 55 |
| 100%–104.9% | 50 |
| 95%–99.9% | 45 |
| 90%–94.9% | 40 |
| 85%–89.9% | 35 |
| 80%–84.9% | 30 |
| 79.9% and below | 0 |

Log in to **COSL.ProgramHQ.com** to view your dealership's sales objective.

Sales Team Training

Well-trained Sales Consultants are better equipped to meet the demands of today's consumers and to build allegiance to the brand and your dealership. To encourage the highest level of product and professional knowledge, the COSL program awards performance points when your sales team completes 85 percent or more of the required monthly training, as follows:

| Sales Consultant Training Completed | Performance Points Earned |
|-------------------------------------|---------------------------|
| 100% | 70 |
| 95%–99.9% | 60 |
| 90%–94.9% | 50 |
| 85%–89.9% | 25 |
| 84.9% and below | 0 |

Sales Manager Training

To become a more effective leader who can guide his or her team to new heights, you need comprehensive knowledge. Honda provides top-quality training opportunities to help you sharpen your professional skills and qualify for awards in the COSL program. Meet the COSL program requirements by completing the current required training listed in the Sales Manager Performance Summary on the INTERACTIVE NETWORK (iN) at **www.in.honda.com**.

COSL.ProgramHQ.com



Sales Manager Awards

The 2013 COSL program will continue its ongoing tradition of honoring Sales Managers at the top 150 dealerships across the U.S., based on performance points earned.

Sales Manager On-Track Award

Primary Sales Managers at the top 150 Honda dealerships, based on performance points earned through the end of June, each receive a special recognition award. This award is designed to remind them of the extraordinary results they've attained at the midyear point of the 2013 COSL program, and to encourage them to sustain their efforts through the end of the year.

Sales Manager Annual Award

At the conclusion of the 2013 program, each dealership ranked among the top 150 of all Honda dealerships, based on performance points earned, receives 1,200 award dollars. These award dollars will be deposited, according to an allocation completed by the dealer, on the Honda Reward Cards of eligible Sales Managers on record who completed their training requirements.

For more information about eligibility and these awards, log in to **COSL.ProgramHQ.com** to review the Sales Manager Program Rules Bulletin in the Library section, or to browse the FAQs. In addition, you can view your year-end award allocation percentage on the Home page when you log in to the COSL website.

COSL.ProgramHQ.com



Sales Consultant Program Overview

To lead your sales team members effectively, you should have a clear understanding of how Sales Consultants qualify and the areas of performance for which they will be measured for COSL membership. Visit the Library and FAQs on the COSL website (COSL.ProgramHQ.com) to become more familiar with the Sales Consultant requirements.

You may also want to consider meeting with your sales team members to review the 2013 program rules and solicit their commitment to elevating their performance this year. When you make earning COSL membership a priority for your team members, you are not only improving the quality of your sales force, you are increasing your chances of receiving a Sales Manager award this year.

Tracking Success

Your program success is dependent on the performance of your sales team. Help your Sales Consultants stay focused on the program objectives by accessing their progress to date via the Performance Summary on the Honda Sales Portal. Share success stories at team meetings, and post current progress on the COSL tracking poster monthly.

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 District Sales Manager.



