



Nissan Club Excellence

Program Guidelines | 2016

V2 – October 20, 2016

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What is Nissan Club Excellence?

Club Excellence is a 12-month motivational program designed for Nissan Sales Consultants, Sales Managers, Fleet Managers and Business Managers.

Participants in the program can track their progress via the Club Excellence web site at www.nissanexcellence.com. Monthly results will be posted on your **Scorecard** and rankings can be tracked on the **Leaderboard** under the **My Performance** section. All results will be posted once all data is collected for the month.

What's in this guide?

This guide is designed to explain Nissan's Club Excellence, and to assist each of the four categories - Sales Consultants, Sales Managers, Fleet Managers and Business Managers - in tracking their performance within the program.

The guide has sections describing the features of the program which apply to *all* participants as well as sections describing the features *unique* to each of the four categories of participants.

For clarification on any aspect of the Club Excellence Program or for support when accessing the Club Excellence web site, call toll free, 1-866-397-8326 or email help@nissanrewards.com

What's new for 2016?

The website was completely redesigned in 2015, giving you easy access to the information that you need to know, within a couple of clicks. We've added even more information to your scorecard giving you more access at your fingertips.

The program runs on an **annual fiscal year** basis – April 1, 2016 through to March 31, 2017. Your results will be updated monthly and winners will be announced after the conclusion of the fiscal year.

Within each of the four categories, annual winners in Club Excellence will be recognized within three different levels of achievement. Prizing within each level of achievement is as follows:

Gold Prizing	Silver Prizing	Bronze Prizing
<ul style="list-style-type: none">> Exciting Reward Event> Gold lapel pin> Mont Blanc pen> Mont Blanc business card holder> Gold embossed business cards> Trophy	<ul style="list-style-type: none">> Silver lapel pin> Mont Blanc business card holder> Silver embossed business cards> Trophy	<ul style="list-style-type: none">> Bronze embossed business cards

Information for all Participants

Registration, Enrollment & Annual Qualifications below apply to all four categories of the program.

Registration

Each participant in the Club Excellence program may only be registered in the program under **one** category, and may only qualify in **one** category at any given time. All participants must be employed at a Nissan dealership and registered through Club Excellence in this category for **8 consecutive months** in order to be eligible to win. You must also be employed at a Nissan dealership when the final prizes are awarded.

You are **not** eligible if you have a financial interest in any dealership.

Note for Sales Managers & Business Managers:

- > Sales Manager and Business Manager teams are no longer recognized. All positions will be tracked individually.
- > A dealership must have a minimum of 2 employees to register one as a Sales Manager.
- > Sales Managers must be registered as a New Vehicle Sales Manager (defined as being employed full-time to promote the sale of new Nissan vehicles). Your enrollment must be approved by the Region. The Region's decision is final.

Enrollment

If you were **already enrolled** & active in the previous Club Excellence program, there is no need to re-enroll in to the 2016 Club Excellence program. Your logon information remains the same. For all **new** members, in order to enroll in Club Excellence, you must have an active EID.

Your EID is created and maintained in the Nissan EMS system. If you do not have an EID or require updates to your profile (such as position, dealer code & email address), please contact your Dealership Administrator. **It is extremely important that your EMS and Club Excellence profiles reflect your current position and dealership.**

For **new** members, once you have an active EID, you are automatically added to the Club Excellence member database. However, in order to **activate** your membership in Club Excellence, you must login to www.nissanexcellence.com and update your member profile.

For step-by-step instructions on how to become a Club Excellence member, please see the section entitled, "Enrolling in Club Excellence"

If you experience any issues logging in, please contact the Club Excellence Customer Service team at 1-866-397-8326 or help@nissanrewards.com

Annual Qualification

Training: For the 2016 Club Excellence Program the training component qualifier requires all participants to be 100% certified within the Nissan Certification Program against their job position certification requirements, *in at least 9 of the 12 months of the program period. If a participant is not certified in at least 9 months of the program year, he/she will be disqualified from the program.*

Certification status is based upon the completion and passing of e-Learning courses, all of which can be accessed and completed online at any time:

- > E-Learning courses that form part of the certification requirements include courses on Brand, Process & Soft Skills, Product Knowledge, Technology and Management.
- > The Nissan Certification Program is an ongoing certification program and as such, courses are added and removed throughout the year.
- > For details on new courses & new dealership employee 'grace periods', contact Nissan University.

The Nissan Certification Program is available on the Nissan University website (www.nissanuniversity.ca). For site access, please contact Nissan University at (888) 699-7002 or by email at info@nissanuniversity.ca.

Sales Consultant's Club Excellence

Annual Qualification

Training: See *Annual Qualification* on page 5 for complete details.

Criteria

Vehicle Sales point attainment:

Points will be awarded on the following basis: Each new Nissan sold = 10 points

Note:

- > Nationally negotiated fleet sales do not qualify for points.
- > RDR transfer requests are not accepted within the Club Excellence program. Please ensure the correct EID is being used for your RDR
- > In the case of a tie, the award will go to the Sales Consultant with the most Sentra SV (C4RG16, MR00) models sold.

NEW CV Data Calculation: September 1, 2016 – March 31, 2017

Customer Voice (CV) 1:1 point attainment Sales Consultants must have a CV score equal to or greater than the 1 month rolling national average relating to Sales Survey Question 2 in order to start earning points. **If** the score is equal to or greater, then points will be awarded on a 1:1 basis. Points will accumulate each month.

For example, monthly points will be awarded as follows:

- > If the 1 month rolling national average relating to Sales Survey Question 2 is 94.1, and the Sales Consultant score is 94.0, then 0 points are attained for that month.
- > If the 1 month rolling national average relating to Sales Survey Question 2 is 94.1, and the Sales Consultant score is 94.2, then 94 points are attained for that month.

Monthly scores rounded to the nearest whole number. For example, a NPI score of 83.2 is rounded to 83 points.

Please refer to <https://www.nissancustomervoiceprogram.com/Login.aspx> for clarity on your respective qualifier.

April 1, 2016 – August 31, 2016:

Customer Voice (CV) 1:1 point attainment Sales Consultants must have a CV score equal to or greater than the 1 month rolling national average relating to Sales Survey Question 2g in order to start earning points. **If** the score is equal to or greater, then points will be awarded on a 1:1 basis. Points will accumulate each month.

For example, monthly points will be awarded as follows:

- > If the 1 month rolling national average relating to Sales Survey Question 2g is 94, and the Sales Consultant score is 93, then 0 points are attained for that month.
- > If the 1 month rolling national average relating to Sales Survey Question 2g is 94, and the Sales Consultant score is 94, then 94 points are attained for that month.

Monthly scores are measured to 2 decimal places. For example, a score of 90.49 is rounded to 90, whereas a score of 90.50 is rounded to 91.

Winning

There are three different levels of achievement:

- > Gold, Silver, Bronze – By Class/By Region

For the 2016 program year, 168 Club Excellence Sales Consultants will be awarded as follows:

Breakdown by Class and Region for the 2016 Club Excellence Awards for Sales Consultants				
	AA	A	B	C
Western	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze
Eastern	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze
Central	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze	2 Gold 4 Silver 8 Bronze

Sales Manager's Club Excellence

Annual Qualification

Training: See *Annual Qualification* on page 5 for complete details.

Criteria

Monthly Target point attainment:

Attainment points will be awarded as follows:

- > 1 point for every % of monthly target attainment at 90% and above
- > 50 bonus points for each month 100% target is achieved
- > 75 bonus points for each month 110% target is achieved
- > 100 bonus points for each month 120% target is achieved

Monthly Dealership NPI point attainment:

NEW CV Data Calculation: September 1, 2016 – March 31, 2017

Monthly Dealership NPI must be equal to or greater than the 1 month rolling national average NPI, to start earning points. If the score is equal to or greater, then points will be awarded on a 1:1 basis. Points will accumulate each month.

For example, monthly points will be awarded as follows:

- > If the monthly national average NPI is 83.1, and your Dealership NPI is 83.0, then 0 points are attained for that month.
- > If the monthly national average NPI is 83.1 and your Dealership NPI is 83.2, then 83 points are attained for that month.

Monthly points are rounded. For example, a NPI score of 83.2 is rounded to 83 points.

April 1, 2016 – August 31, 2016:

Monthly Dealership NPI must be equal to or greater than the 1 month rolling national average NPI, in order to start earning points. **If** the score is equal to or greater, then 10% points will be awarded. Points will accumulate each month.

For example, monthly points will be awarded as follows:

- > If the monthly national average NPI is 891, and your Dealership NPI is 890, then 0 points are attained for that month.
- > If the monthly national average NPI is 891 and your Dealership NPI is 891, then 89 points are attained for that month.

Monthly scores are measured to 1 decimal place. For example, a score of 978.0 is divided by 10, and equals 97.8, rounded to 98. Whereas a score of 947.0 is divided by 10, and equals 94.7, rounded to 95.

Note:

- > In the case of a tie between Sales Managers at **different dealerships**, the NPI score calculated to one decimal point will be used to determine the winner.
- > There can only be one winner per dealership.
- > In the case of tie between Sales Managers at the **same dealership**, it will be up to the Principal Owner to determine the final winner.

Winning

There are three levels of achievement:

- > Gold, Silver, Bronze – Top National, in each Class

For the year 2016, 24 Club Excellence Sales Managers will be awarded as follows:

Breakdown by Class for the 2016 Club Excellence Awards for Sales Managers			
AA	A	B	C
1 Gold	1 Gold	1 Gold	1 Gold
2 Silver	2 Silver	2 Silver	2 Silver
3 Bronze	3 Bronze	3 Bronze	3 Bronze

Fleet Manager's Club Excellence

Annual Qualification

Training: See *Annual Qualification* on page 5 for complete details.

Criteria

Vehicle Sales point attainment:

Points will be awarded on the following basis: Each new Nissan sold = 10 points

Note:

- > Nationally negotiated fleet sales do not qualify for points.
- > RDR transfer requests are not accepted within the Club Excellence program. When entering an RDR, please ensure the correct EID is being used.
 - > In the case of a tie, the tie breaker will go to the Fleet Manager with the most Sentra SV (C4RG16, MR00) models sold.

Winning

There are three levels of achievement:

- > Gold, Silver, Bronze –Top National, any Class

For the year 2016, 5 Club Excellence Fleet Managers will be awarded as follows:

Breakdown by Class for 2016 Club Excellence Awards for Fleet Managers	
Top National	1 Gold
Any Class	2 Silver
	2 Bronze

Business Manager's Club Excellence

Annual Qualification

Training: See *Annual Qualification* on page 5 for complete details.

Monthly Qualification

The following 3 monthly qualifiers must be met in order to earn ASP points.

NEW CV Data Calculation: September 1, 2016 – March 31, 2017

- In order to qualify, each month the Business Manager must be equal to or greater than the 1 month rolling national average for Question 4 "Overall, how would rate the following: The Business Manager / Financial Services Manager's handling of the financing process" in the Sales Survey.

For example:

	Dealer 1MR Q3d Score	National 1MR Q3d Score	Qualify
Dealer1234	93.6	96.3	No
Dealer5678	97.1	96.3	Yes

Please refer to <https://www.nissancustomervoiceprogram.com/Login.aspx> for clarity on your respective qualifier.

April 1, 2016 – August 31, 2016:

Customer Voice (CV): In order to qualify, each month the Business Manager must be equal to or greater than the 1 month rolling national average for question 3d in the Sales Survey.

For example:

	Dealer 1MR Q3d Score	National 1MR Q3d Score	Qualify
Dealer1234	93.6	96.3	No
Dealer5678	97.1	96.3	Yes

Please refer to <https://www.nissancustomervoiceprogram.com/Login.aspx> for clarity on your respective qualifier.

NCF Penetration: Dealer must meet or exceed their NLR target penetration for NCF.

For example:

- > If your Dealership NLR Target for 'period two' FY15 = 70%, then your Dealership must attain at or above 70% for the three months during NLR program, 'period two', in order to start earning ASP Penetration points).

ASP Penetration: Dealership must hit an ASP penetration of 30%

Criteria

Club Excellence points for Business Managers will accumulate each month if **all 3 of the above Monthly Qualifiers are met: CV, NCF Penetration & ASP Penetration.**

Points will be awarded based on the following:

1:1 points for ASP contracts

For example:

- > 10 new vehicle contracts sold = 10 Club Excellence points awarded for that month
- > 102 new vehicle contracts sold = 102 Club Excellence points awarded for that month.

Note:

- > In the case of a tie where two or more Business Managers are competing from the same dealership, the Principal Owner will determine the winner.
- > In the case of a tie where two or more Business Managers are competing from different dealerships, ASP penetration calculated to 1 decimal place will be used as the tie breaker.
- > If there continues to be a tie, NCF penetration calculated to 1 decimal place will be used to determine the winner.

Winning

There are three levels of achievement:

- > Gold, Silver, Bronze – Top National, in each Class

For the year 2016, 24 Club Excellence Business Managers will be awarded as follows:

Breakdown by Class for the 2016 Club Excellence Awards for Business Managers			
AA	A	B	C
1 Gold	1 Gold	1 Gold	1 Gold
2 Silver	2 Silver	2 Silver	2 Silver
3 Bronze	3 Bronze	3 Bronze	3 Bronze

General Information

When You Win!

Achievements in Club Excellence Sales will be rewarded in the following ways:

Gold Achievements

- > Exciting reward event
- > Mont Blanc pen
- > Gold lapel pin
- > Mont Blanc business card holder
- > Gold embossed business cards
- > Trophy

Silver Achievements

- > Silver lapel pin
- > Mont Blanc business card holder
- > Silver embossed business cards
- > Trophy

Bronze Achievements

- > Bronze embossed business cards

Rules and Regulations

- > Gifts cannot be exchanged for cash value.
- > Rewards cannot be transferred, given, or converted to cash.
- > Only the winner who earned a reward is eligible to redeem the reward.
- > Any vacancies resulting from the departure and/or disqualification of a winner, may or may not be filled at Nissan's discretion.
- > Awards are taxable—all rewards earned through Club Excellence are taxable benefits and by accepting a reward, a winner also accepts the associated taxable benefit.
- > Gold level - In order to be deemed a winner, in all categories, you must:
 1. Be employed at the same Dealership under which you won - at the time of the Reward Event/Business Conference & Prizing
 2. Attend the Reward Event/Business Conference.
 3. Be registered in Club Excellence in the same Category
- > Silver & Bronze levels - In order to be deemed a winner, in all categories, you must:
 1. Be employed at the same Dealership under which you won - at the time of Prizing
 2. Be registered in Club Excellence in the same Category

Enrolling in Club Excellence

We're pleased that you have decided to participate in Nissan Club Excellence! Follow these steps to enroll in the program and to obtain access to the Club Excellence website.

Step 1: Each new member of Club Excellence must obtain an EID from the EMS system. (Please see your Dealership Administrator if you do not already have one).

Step 2: Visit www.nissanexcellence.com

Step 3: Click on to 'login to Nissan Club Excellence'.

Step 4: select 'Enroll in Club Excellence now'

Step 5: Enter your EID

Step 6: Complete your member profile, include an email address and business phone number and press "submit".

Step 7: Please select your security question and input an answer. This will be used if you forget your password.

Step 8: You are now enrolled in Club Excellence and back at your account "home" page.

Note: On all future logins please enter your EID in the user id field and enter the word "nissan" in the password field and press login. Use this generic password every time you login to the Club Excellence website.

Congratulations! You are now successfully logged into the Club Excellence Program.

If you are having difficulty registering please call toll free: 1-866-397-8326 or email: help@nissanrewards.com.

The Fine Print

Status Change

It is imperative that any changes to your Club Excellence participant status be updated in EMS and reported by calling toll free: 1-866-397-8326 or email: help@nissanrewards.com.

Contestation Period

Once a month you will receive an eblast notification that your results have been updated. You will have a maximum of 5 business days to contest this particular month's results by emailing: help@nissanreward.com. Any contestation of results must be requested within this time period, **NO EXCEPTIONS**.

Ensuring Fair Play

Nissan's rulings regarding any interpretation and/or application of the program rules shall be final.

Disqualification from the current program year and/or subsequent years are at Nissan's sole discretion. Such disqualifications could result from score manipulation as revealed through an audit process.

Nissan reserves the right to audit dealer records at any time during the program year.

Periodic Audits will be conducted. Sales Operations will support this with periodic requests for copies of commission receipts.

If your Audit Report shows a sale for which you have not received a commission and you report this to 1-866-397-8326 or help@nissanrewards.com by the end of the same month, the correction will be made, and no penalty will be applied. If the error is not reported by the end of the month to which it pertains, a penalty of 30 points per unit will be applied. If more than 12 unreported errors are detected, the member will be disqualified.